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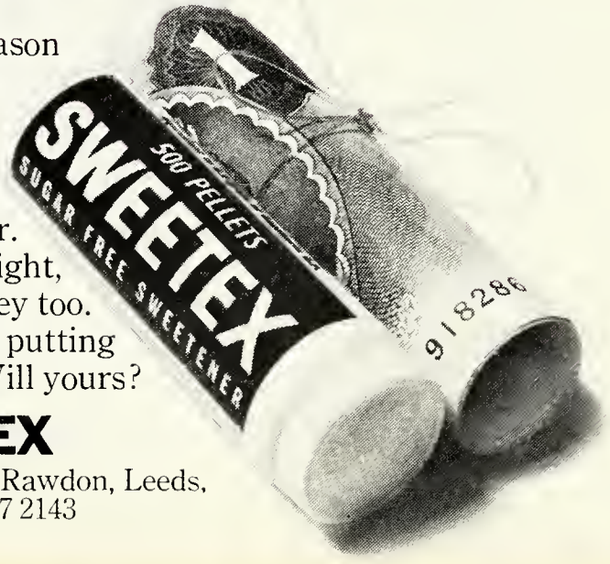
C&D

CHEMIST AND DRUGGIST

FEBRUARY 15 1969

Grow fat on Sweetex

There's a very good reason why Sweetex sales in the independent chemist have nearly trebled over the past year. Sweetex is the leading artificial sweetener that costs no more to use than sugar. So when people want to lose weight, they don't have to lose money too. This year Sweetex sales will be putting on even more weight. Will yours?



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THE ENGLISH GRAINS MESSAGE IS GETTING THROUGH TO YOUR CUSTOMERS!

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THE BRAND NEW ENERGY DRINK FROM THE YESTAMIN PEOPLE BLASTS OFF WITH A GREAT INTRODUCTORY OFFER. FREE MONEY .....

During the period of this special introductory offer:
Your customers will get 6d. off the price of the small (6 oz.) tin and get 9d. off the price of the large (12 oz.) tin.
Your account will be credited by 1/- for each introductory offer tin you sell — *irrespective of the size.*
And you still get your 33⅓% profit margin *and* full promotional support.
Our despatch department is waiting to rush your order to you. Now!

WITH NEW EG FORMULA, WITH CONTINUOUS NATIONAL ADVERTISING IN '69, WITH NEW PACK DESIGNS

The bright new packaging for Hi-Lift will make it stand out on your shelves.





Anita Harris is back to tell women readers all about Yestamin. And to send them her free beauty plan.





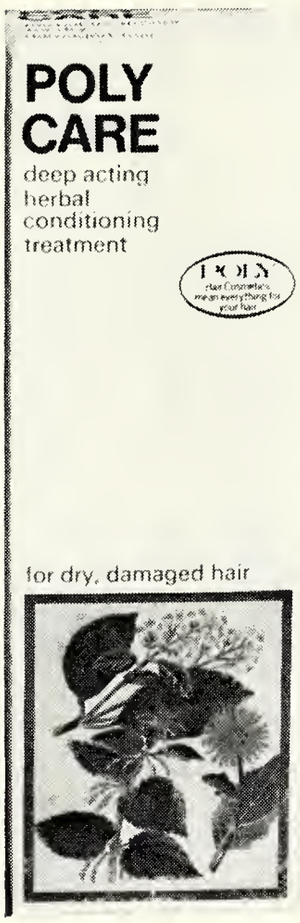
E.G. are still way out in front with E.G. Vitamin Brewers' Yeast.

Trent Yeast Extract Co. Ltd.
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Wellington St. Extn., Burton-on-Trent.

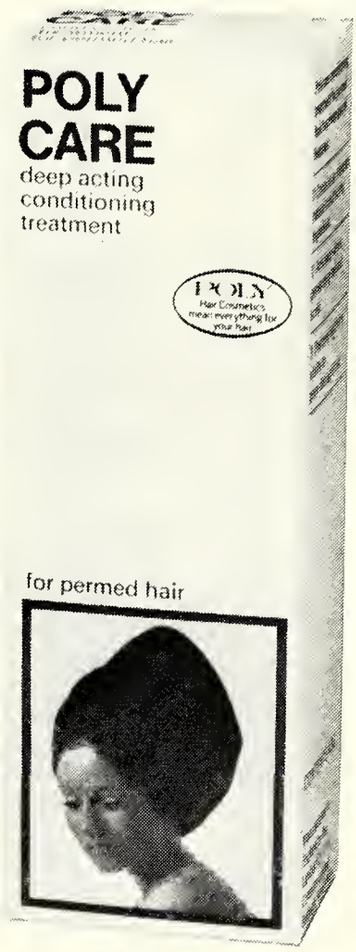
3 new ways to profit with Poly



2 For bleached hair



1 For dry, damaged hair



3 For permed hair

3 new conditioning products

Poly have done more than deep thinking about hair conditioning problems. They have gone and done something about it!

The result—Polycare—a complete range of deep-acting conditioning treatments, each designed for once-a-month use:

1 Polycare deep-acting herbal-conditioning treatment for dry, damaged hair. Following on the famous Polyherb shampoo, Poly have put the same health-giving herbs into Polycare herbal conditioner for dry, fragile hair.

2 Polycare deep-acting conditioning treatment for bleached hair puts back the softness bleaching can take out.

3 Polycare deep-acting treatment for permed hair effectively counteracts the damaging effects of perming and keeps a perm natural and full of life.

These three new products are a completely new source of profits for you. Big profits because Poly has set a lead in this rapidly expanding market.

So make sure you give these new Poly deep-acting conditioning treatments all the shelf space you can. And remember Polycare instant conditioner for a quick lift to shining health between treatments.

BIG NATIONAL ADVERTISING TELLS YOUR CUSTOMERS!

The big news breaks to your customers through exciting full-page advertisements in WOMAN'S WEEKLY and WOMAN'S OWN. These will be backed up by highly-read 'bargain panels' in WOMAN, WOMAN'S OWN, WOMAN'S WEEKLY and WOMAN'S REALM. And, of course, your Poly representative has special eye-catching display material for your windows and counters.

POLY
Hair Cosmetics
mean everything for
your hair

Just three more ways to profit with Poly.
(Recommended retail price 7/6)

A

AIRSTRIP SPRINGS INTO SUMMER.

● 1/- coupons for customers

Inside these specially marked 2/11 Airstrip tins there are coupons entitling your customers to 1/- off their next Airstrip tin of any size !







Buy your stocks of specially marked 2/11 Airstrip packs now **while stocks last.** And remember ! This great promotion is backed by full colour advertising in the biggest-selling women's weeklies: Woman, Woman's Own, Woman's Realm with big support in the Daily Mirror, TV Times and the Scottish Daily Record.

N.B. The public is already swinging to Airstrip away from competitive brands . . . and swinging fast! In the last year, Airstrip sales show more growth than any other brand.

ARE YOUR STOCKS IN LINE WITH

● New colour advertising for Airstrip



From March, right through to Autumn, new-style advertising in full colour will be featured in top-selling weeklies, **Woman**, **Woman's Own**, and **Woman's Realm**. The campaign will also be appearing in the **Daily Mirror**, the world's biggest circulation daily newspaper, the **Scottish Daily Record**, and **TV Times**... making this the largest ever campaign for a brand of plaster ever to appear in the national press!

● Display Airstrip and score twice!



The 1/- offer and the vast advertising campaign will mean big sales and big profits. But that's not all. If you give our special display a prominent position, you'll get full-size, full-colour Art Prints absolutely FREE! Choosing from 12 designs produced by a leading Art Publisher. Details from your S & N Ltd. representative.



Airstrip... plaster that breathes like skin

THE NEW TREND IN PLASTERS?

S&N

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For NERVES, HEALTH & ENERGY.
Well advertised. Finest Value.
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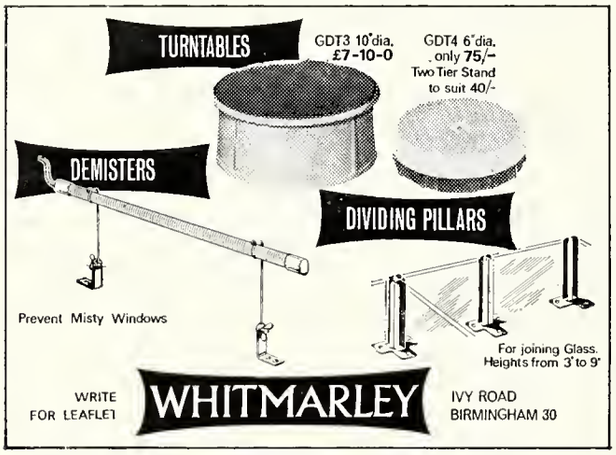


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OR DIRECT FROM TEEDA LTD.
(Dept. J1) 63 SOUTH MOLTON STREET, LONDON, W.1.





C&D
CHEMIST AND DRUGGIST
'Drug Interactions' Tabulated'
C. & D. January 18, 1969
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People prefer the branded remedies they already know. And they've known Rinstead for years. It's the tried and trusted remedy for mouth troubles that's selling more and more because it *works*. And that makes it more than just a reliable bread-and-butter line.
This one is *brand leader* in its field!
This year sees stronger-than-ever Rinstead advertising.
Matter-of-fact stuff – the kind that sells and sells. And Rinstead's take-anywhere convenience and low price sell, too.
All *you* have to do is display this popular product. Right out front – where the brand leader belongs. That's the quickest way to jump on the brand-wagon.

N.B.–Buy Rinstead pastilles at best terms with other White Laboratories lines for maximum profit-rates.



Make more sales with

Rinstead

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PHILIPS

A big plug for the shaver that doesn't often need one.



We're taking big spaces in the Daily Express, Daily Mail and Radio Times through February/March to push the amazing new Philishave-3 Rechargeable, the shaver that doesn't often need a plug.

The Rechargeable has twin nickel-cadmium cells trickle-charged with a fortnight's shaving power. They can be topped-up anytime. And the Rechargeable doubles as a mains shaver. World wide.

It packs three Floating Heads with shaver guards shaved thinner than this page. So our world-famous Rotary Action works double-close. Double-quick.

If you want to sell the ultimate in shavers, go for our Rechargeable. The one that hardly ever needs a plug.

PHILIPS

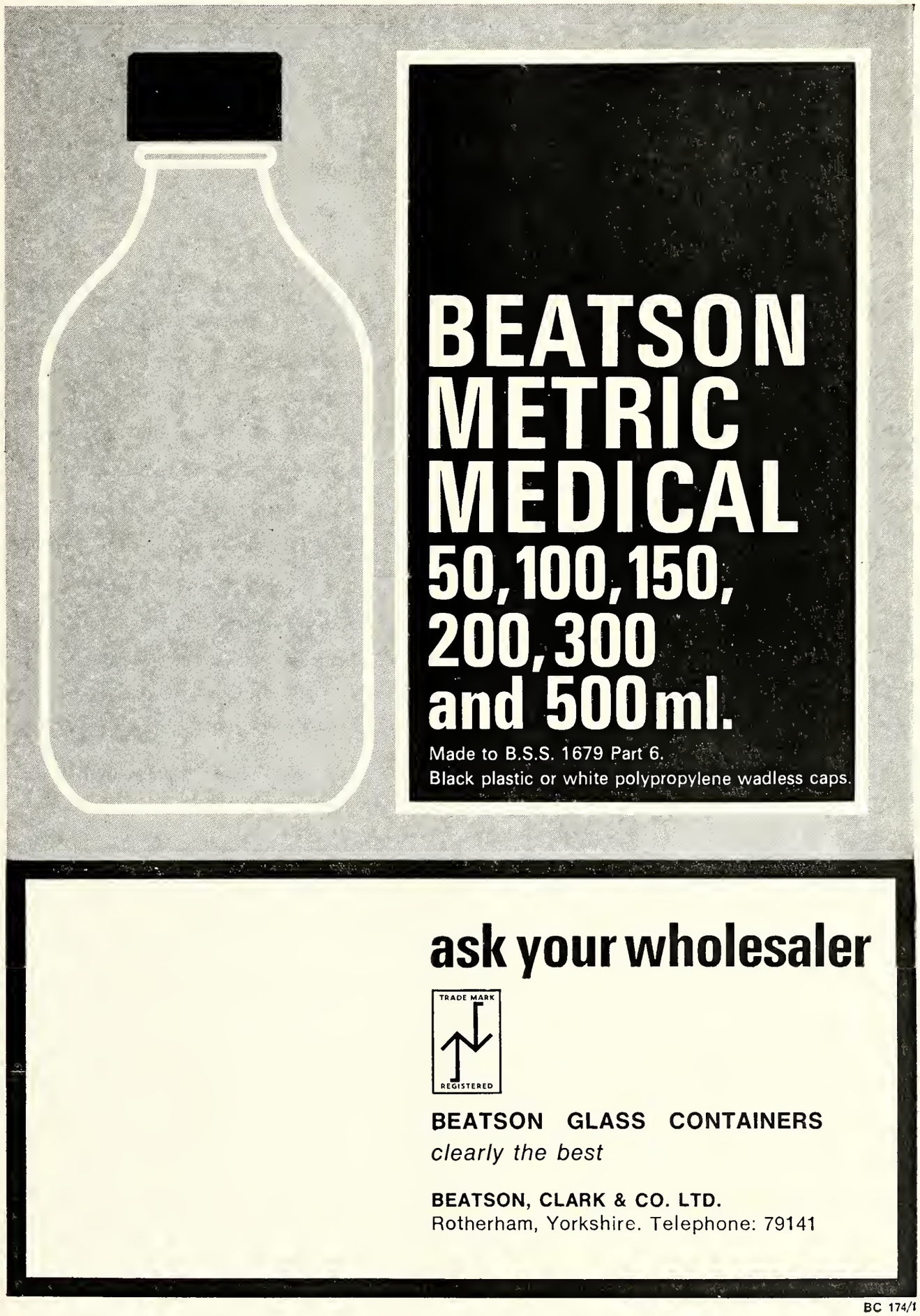
Better electric things are Philips



The Philishave-3

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bottle of 100 ml

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Further information from: Dista Products Ltd Liverpool L24 9LN

DISTA

P769/Feb. 69

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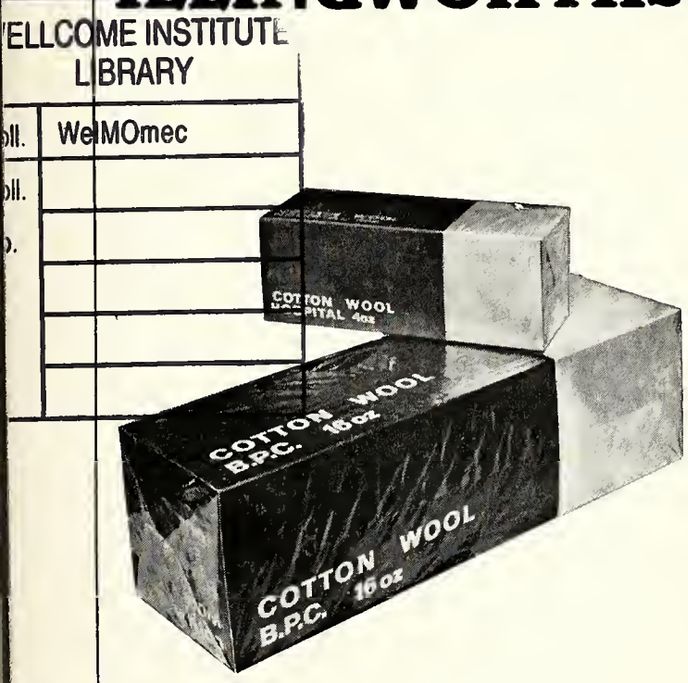
Counterpoint are specialists in modernising pharmacy interiors and dispensaries.
The Equipment's ultra modern design gives the maximum visibility to all merchandise.
Manufactured to a superb quality and with a choice of both finish and colour.
Quick and economical to fit — all units are easily interchanged!



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C&D

CHEMIST AND DRUGGIST

ESTABLISHED 1859

THE WEEKLY NEWSPAPER FOR PHARMACY

and all sections of the drug, pharmaceutical, fine chemical, cosmetics, and allied industries

Official organ of the Pharmaceutical Society of Ireland and of the Pharmaceutical Society of Northern Ireland

Volume 191 February 15, 1969 No. 4644

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which includes The Chemist and Druggist Year Book and Buyers Guide, £5. Single copy 2s. 6d. (including postage). Three years' subscription £10.

ABC MEMBER OF THE AUDIT BUREAU OF CIRCULATION.

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An important announcement about the Drug Tariff, Scholl ...and you.

You will be aware that you are now required by the Drug Tariff to distinguish between the two types of Standard Yarn Hosiery when dispensing and submitting prescriptions for payment.

The two types are 'Flatbed' and 'Circular' and these are descriptions of the different machines on which these stockings may be knitted. Scholl use both.

'Flatbed' is the old, hand operated process which has hardly changed in over 40 years.

'Circular' is the newer, automated process which Scholl use to produce the famous SOFT GRIP, SUPERLASTIK and GRIP FIT range. By holding a small stock of only four standard sizes you can fit more than 90% of all your customers. They will also prefer the finer appearance that the Circular process gives.

The higher costs of producing hosiery by 'Flatbed' knitting means that manufacturers are now charging higher prices for 'Flatbed' stockings and the Drug Tariff amendment allows you to recover this additional cost. Prescriptions, however, must be endorsed 'Flatbed' and you must be prepared to submit a manufacturer's invoice to the Pricing Bureau as confirmation.

CIRCULAR Knit prices are unchanged. Circular prices are, therefore, not affected by this amendment. When the prescriber fails to specify either Flatbed or Circular, you may endorse the E.C.10 'Circular' yourself.

It follows that Scholl SOFT GRIP, SUPERLASTIK and GRIP FIT Circular Hosiery not only give customer satisfaction but allow for straight-forward pricing.

Scholl

Since, for Drug Tariff purposes, NYLASTIK are lightweight Yarn Hosiery they are not affected by the amendment.

C&D
CHEMIST AND DRUGGIST

Volume 191 FEBRUARY 15, 1969 No. 4644

Drugs in Hospitals

A NEW STUDY IN BIRMINGHAM

A DESIGN study of information systems for the safe handling of drugs in hospitals is being undertaken jointly by Queen Elizabeth Hospital, Birmingham, and the department of pharmacy at the University of Aston.

The Department of Health and Social Security has made available to the board of governors of the United Birmingham Hospitals a grant of £13,850 to undertake the study. A research pharmacist is being appointed soon. It is expected that the study will take three years and provide material for a higher degree. A medical research fellow will also be appointed and the project will have the support of the Institute of Operational Research and the management services department of the hospital. An assessment of the value of a computer in providing an information service will form part of the study, which will include an intensive investigation into the adverse reactions of drugs. Professor J. M. Bishop (department of medicine, University of Birmingham) and Mr. A. E. Marston (group pharmacist, United Birmingham Hospitals), in co-operation with Professor N. J. Harper (head of the pharmacy department, University of Aston), will be responsible for the direction of the research programme.

Horsham Health Centre

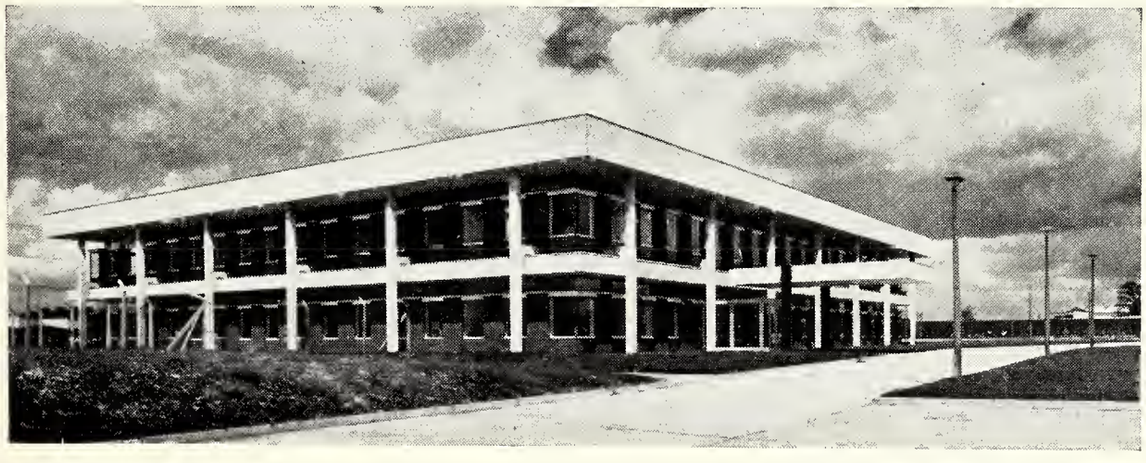
PHARMACY SITE AGREED

AGREEMENT has been reached on the siting of a pharmacy at Horsham health centre, following a meeting of local chemists and County and Executive Council representatives at the Department of Health and Social Security. The centre is to be built in the grounds of Horsham Hospital, ¾-mile distant from the town centre, and is expected to accommodate all local doctors. The pharmacy is expected to be run by a consortium of Horsham chemist contractors. First plans had put the pharmacy on the lower ground floor of the building, but chemists objected that the siting was not conducive to its successful operation. In that view they had the support of the Local Medical Committee for West Sussex and of the Pharmaceutical Society. It has now been agreed that there should be provision on the ground floor (where medical services are sited) for the reception of prescriptions, which then would be dispensed in the pharmacy on the lower ground floor. Planning is now under way. Before the meeting, West Sussex Executive Council informed the Department that the scheme seemed to be the first in which a dispensary was to be provided in a health centre in a large town already adequately provided with pharmaceutical services. "In the absence of any available precedents, it is essential that all possible action should be taken to ensure that the dispensary in the health centre shall be so situated to ensure, as far as possible, its future successful operation."

Dental Service Costs

NOW 5 PER CENT. OF N.H.S.

DENTISTRY costs the National Health Service more each year than the treatment of any disease except mental illness — currently more than £100 million a year. Expenditure on dealing with teeth is greater than on the treatment of heart disease, bronchitis or tuberculosis. That finding is given in the latest Office of Health Economics booklet, "The Dental Service," which goes on to point out that, in spite of that expenditure, the cost of dental care as a proportion of the total N.H.S. bill has fallen from 10 per cent. in 1949 to just over 5 per cent. in 1966. Yet the demand for dental treatment has continued to increase rapidly since the start of the Health Service; in 1949 rather fewer than 7 million courses were provided by the General Dental Service, against 17 million in 1967. The report indicates that the cost of such a growth has been contained only because of the improved output of individual dentists, an output facilitated by improvements in dental technology and in practice organisation. The method of remuneration of dentists has also had an influence. Dentists are paid on an "item-of-service" basis, the rates being determined by the Dental Study Group. The method has been called the "treadmill system" because, as more treatment is carried out each year by dentists working faster or more



"COMMENDED" BY CIVIC TRUST: In the Civic Trust awards, 1968, announced on February 3, the pharmaceuticals division of Geigy (U.K.), Ltd., Macclesfield, Ches, received a Commendation for its new administration building and staff restaurant, completed early in 1968. In 1965, the division received a similar Commendation for its production unit at Macclesfield. The development was designed by Burckhardt Architekten, S.I.A., Basle, Switzerland.

efficiently, the scale for that treatment tends to fall or at the least, not to increase to the extent that might be expected. Such a method of payment is of particular concern to older dentists, who find their income falling as their speed of working slowing down. Copies of the booklet may be had from O.H.E., 162 Regent Street, London, W.1, price 2s. 6d. each.

Guild Medal Award

POLICY ON RADIOPHARMACEUTICALS

THE Evans medal for 1968 has been awarded by the council of the Guild of Public Pharmacists to Mr. J. W. Hadgraft, F.P.S., F.R.I.C. (group pharmacist, Royal Free Hospital London). The medal is being presented to him at the Guild's annual general meeting in Newcastle upon Tyne. Mr. Hadgraft was selected for the award at the council meeting that preceded the branch delegates' meeting in Birmingham on February 8. Delegates were informed at that meeting that the Guild had made representations to the Ministry that hospital pharmacists should be directly concerned with the dispensing of radiopharmaceuticals. Opportunities for courses in management were also discussed, and hospital pharmacists were urged to attend such courses whenever possible. Council members were told that the document for the Noel Hall Committee had been completed and that branch secretaries would each be receiving a copy. A meeting of the Pharmaceutical Whitley Council was arranged for February 14. Nine out of twelve motions proposed at the branch delegates' meeting were carried to be put before Council at its next meeting. Branch representatives gave accounts of their activities through the year.



Council of Europe

HARMONISING DRUG CONTROLS

THE Committee of Ministers of the Council of Europe has recommended to nine of its member States (among them the United Kingdom) controls of the quantity, supply and advertising of drugs. The Committee particularly recommended States to harmonise their systems of control so as to guarantee the purity, potency and consistency of drugs (conformity with the formula and specification). The States were also recommended to restrict to medical prescription the supply of certain therapeutic products according to a uniform system. Another recommendation was that the States should bring their national laws into conformity with general provisions aimed at setting up a minimum standard governing the advertisement of medicines to the public. The provisions apply to the Press, to circulars and other pamphlets, to radio, films and television. All advertising of medicines must be "clearly distinguishable as such, honest, truthful and subject to verification. Advertisements containing exaggerated expressions, treatment indications of too general a nature, the suggestion that good health is likely to be endangered solely because people do not use the product, etc . . . are prohibited." The Governments of the nine countries have been invited to inform the Secretary General of the Council of Europe each year of the action they have taken in regard to the resolutions on the quality and within two years on the classifying of medicines for purposes of the resolution on regulations governing publicity.

Dispensing in 1967 - 68

COST IN BRITAIN ROSE BY £15 MILLION

PHARMACEUTICAL service costs in Great Britain rose by nearly £15 million during the year ended March 31, 1968, England and Wales together accounting for £13·27 million of the rise. Total for England and Wales was £154·59 million — £1·05 under the grant. In Scotland the the cost was £17·49 million, or £173,204 under the grant. The Scottish expenditure included £77,643 in respect of prescriptions written by hospital doctors for certain out-patients and dispensed by pharmacists. The comparable figure for England and Wales was £1·59 million. During the year under review payments amounting to £226,450 were made by drug manufacturers in England and Wales under the Voluntary Price Regulation Scheme. In Scotland the figure was £23,550. The statistics are included in the Civil Appropriation Accounts (classes VI-XI) 1967-68 (H.M. Stationery Office, price 30s.).

Strathclyde University

NEW SERVICE TO INDUSTRY

TO mark the opening of a Centre for Industrial Innovation at the University of Strathclyde, *The Times* on February 11 published an 8-p. supplement on the work of the University. The new centre's purpose is to provide a research and development organisation available to industry, in particular to small and medium-sized companies. Services will be offered on a repayment basis to enable it to become self-supporting. Pharmacy was represented in the supplement by notes on microbial spoilage of medicines and cosmetics, and on development of methods for the detection of small quantities of drugs of addiction.

Green Paper

GREATER LONDON OPPOSITION

THE Greater London Council has told the Department of Health and Social Security that it sees strong objections to proposals, contained in the Government's Green Paper on the Health Service, for *ad hoc* committees appointed by the Secretary of State to administer the Service. Whilst any change in administration is regarded by the Council as "inopportune," it considers that, if any change is made, then the Council should play a major rôle in operating the service, for which purpose it should be provided with new sources of revenue. The Council and other local authorities should, if involved, have independent powers of decision and not become "mere Government agents."

Mr. Callaghan at Cardiff

SEAT BOOKINGS STILL ACCEPTED

THE largest gathering of pharmacists in Cardiff since 1965, when the British Pharmaceutical Conference met in the city, will be welcoming Mr. James Callaghan (Home Secretary) to the Institute of Science and Technology, University of Wales, at 3 p.m. on Sunday, February 16 (see *C. & D.*, November 23, 1968, p. 477). After touring the school of pharmacy, the Home Secretary will deliver an address in the Great Hall. Messrs. Albert Howells (president of the Pharmaceutical Society) and C. Jacobs (chairman of the National Pharmaceutical Union) are also scheduled to speak. According to Mr. D. G. Burt (joint chairman of Cardiff Pharmacists' Committee), more than 200 seats were already reserved within a short time of sending out the invitations. Late applicants should telephone Cardiff 26889 on February 15. Parking space is available near the Great Hall.

Science Institutes

A COUNCIL TO BE ESTABLISHED

THE councils or governing boards of the Institute of Biology, Royal Institute of Chemistry, Institute of Mathematics and its Applications, Institution of Metallurgists and Institute of Physics and the Physical Society have agreed that a Council of Science and Technology Institutes be established as from February 1. The Council's objects include making widely known the part that science and technology play in a modern community; acting as a channel for the communication of common views of the member societies to Government departments, industry and other organisations; aiming at the adoption of common, easily understood terminology indicating levels of qualification and collaboration on matters of education policy, etc.

Management for Nurses

FORMAL COURSES RECOMMENDED

HOSPITAL authorities have been given guidance on the first steps to be taken in implementing the report of the Committee on Senior Nursing Staff Structure (the Salmon report), in respect of management training for nurses and midwives. The National Nursing Staff Committee, in a report "Management Development of Senior Nursing Staff in the Hospital Service," says that management training is a most important supplement to the nurse's professional training. It recommends formal courses backed by "on-the-job" training, the order of priority being senior, middle, then first-line levels. The report has been commended to hospital authorities by the Department of Health and Social Security.

SCOTTISH NEWS

Methedrine Injection

SOURCES FOR DOCTORS AND DENTISTS

A LIST of hospitals from which supplies of Methedrine injection may be obtained by general medical and dental practitioners has been circulated by the Scottish Home and Health Department through Executive Councils. The hospitals include:

Northern Region: Raigmore Hospital, Inverness.

North-eastern Region: Aberdeen Royal Infirmary; Royal Aberdeen Children's Hospital; and Kingseat Hospital, Newmachar.

Eastern Region: Dundee Royal Infirmary; and Bridge of Earn Hospital.

South-eastern Region: Royal Infirmary, Edinburgh; Bangour Hospital, Broxburn, West Lothian; Victoria Hospital, Kirkcaldy; Dunfermline and West Fife Hospital; and Peel Hospital, Clovenfords, Selkirkshire.

Western Region: Southern General Hospital, Glasgow; Glasgow Royal Infirmary; Royal Alexandra Infirmary, Paisley; Greenock Royal Infirmary; Ayr County Hospital; Kilmarnock Infirmary; Dumfries and Galloway Royal Infirmary; Law Hospital, Carluke; Stonehouse Hospital; Hairmyres Hospital, East Kilbride; Falkirk and District Royal Infirmary; and Vale of Leven Hospital, Alexandria.

NEWS IN BRIEF

CONSIDERATION is being given to the revision of B.S. 757, Sampling and Testing of Gelatins. The new specification will be in metric units.

COSTS of expectorants and cough suppressants, based on prices at January 6, are shown in ECL 60/67 No. 1/69 issued by the Department of Health and Social Security.

A NEW standard form, EC34A Scotland, has been approved for use by dispensing doctors throughout Scotland as a covering invoice when they submit prescription forms for pricing to the Drug Accounts Committee.

ABOVE-AVERAGE incidence of sway-back in lambs is expected in England and Wales, states the Minister of Agriculture, Fisheries and Food. Generally there is likely to be more disease than last year, though prospects in the extreme east of England are rather better than elsewhere.

BANKS should operate a rota system of opening on Saturday mornings, just as chemists' shops now do, said Mr. P. Melville, (vice-president of the Retail Credit Federation), speaking at Leicester on February 6. The Federation felt that to close banks on Saturdays was a further withdrawal from the old standards of British shopkeeping.

THE Executive Committee of the National Pharmaceutical Union is considering a reorganisation of branches in the area now covered by the Dudley and Stourbridge, Smethwick and West Bromwich, Walsall and Wolverhampton Branches. Members in the area are being asked to state their preference for one branch covering the whole area or for three smaller branches.

TOPICAL REFLECTIONS

By Xrayser

Speedy action

I am grateful to the secretary of the Central N.H.S. (Chemist Contractors) Committee (Mr. J. Wright) for his instructive letter (p. 120). I am glad to know that his Committee has been successful in obtaining consent for the supply of a 5-ml plastic spoon with every bottle of medicine dispensed, and that payment for it will be made in the same manner as for the container. I had not been aware that such swift success had attended the efforts of his Committee, since, in the same issue as Mr. Wright's letter appeared, there was a report of the January meeting of that body, from which I learned that a new claim was to be submitted which would seek adequate payment for the increased number of plastic spoons that would be used against prescriptions from March 3 onwards. We cannot complain of delay either on the part of the Committee or of the Government department, and I congratulate all concerned. Again, I am grateful for his lesson regarding the B.N.F., 1966. I knew that the preparations to which he refers were formulated to a 5-ml dosage, even if the quantity to be supplied in the absence of instructions was still governed by the Imperial system. I was aware that a plastic spoon should be supplied, but was unaware that the term "5-ml" was obligatory in labelling and that, from the facts in Mr. Wright's possession, such labelling has been universal. But I see, from Mr. Wright's letter, that I shall have to deny myself the luxury of imagery in such matters as the possible appearance of 5 mg. or even 0·05 mg. of a substance and become punctiliously literal. Mr. Wright, for his part, may even be grateful to me for providing him with an opportunity to extol the virtues of a particular typewriting machine, though even the possession of one would not alter, far less eliminate, the point made in regard to labelling. But first things first—I still await delivery of some metric weights.

The locum's dilemma

I sympathise with "Wykam" who, after many years in his own pharmacy, finds himself in the capacity of locum in completely new surroundings every two or three weeks. In a rapidly changing world in medicine and pharmacy the perfect arrangement of dispensary stocks is no easy matter. There was a time when nine-tenths of the medicine prescribed could be met from shop-rounds or ointment jars. The change came gradually, but with ever-increasing velocity, and most pharmacists have faced the constant problem of finding more space and relegating the less used items to more remote shelves, only to find, the day after, that there is a revival of interest in the dispossessed. Any system adopted must be as a result of experiment and experience, and one must be prepared to undergo upheavals at ever-decreasing intervals. The capsule or tablet in daily demand in 1968, conveniently situated in the front row of the stalls, is suddenly discovered with considerable and somewhat belated surprise to have been dropped from the repertory altogether in 1969. The pattern is constantly changing, and no fixed rules can be established. An index, amended immediately a change of site has been decided upon, is the best that a locum can hope for.

Drawbacks

I have tried various ways of arranging dispensary stocks—therapeutic classification, grouping by manufacturer and, with those articles that do not lend themselves to such planning, alphabetical arrangement. In general, a combination of all three seems to meet the case fairly well, but there is no adequate substitute. Even with all the drawbacks and faults listed by your contributor, he does not seem to have met one that was my lot in the first such post I took after qualifying. That was none other than to look after the shop cat, a singularly unattractive animal. The feeling of antipathy was mutual, and Felix left home on my first morning, to come back triumphantly at the heels of his master when he returned from holiday. I hope it was not a talking cat.

BRANCH REPRESENTATIVES' MOTIONS

Subjects for the May meeting

THE following Branch motions are being included in the agenda of the Pharmaceutical Society's Branch Representatives' meeting on May 22.

1. WORTHING: That it is the opinion of this meeting that the status of pharmacy would be enhanced if all Part I poisons were segregated so as to be under the direct control of a pharmacist.

2. WEST HERTFORDSHIRE: That it is the opinion of this meeting that the Pharmaceutical Society's desire to achieve effective distribution of pharmaceutical services should be actively supported. To this end it is proposed that the Society's Branches should, in conjunction with their local Executive Councils, submit outline plans to the Society and the local authority for giving the best possible service in their respective areas.

3. ISLE OF WIGHT: That it is the opinion of this meeting that, in the furtherance of the Society's objective to secure a rationally planned national pharmaceutical service, an economic survey unit should be set up to establish where a viable pharmaceutical service can be supplied in areas not at present provided with service and to publicise such opportunities to its members.

4. BRISTOL: That it is the opinion of this meeting that Council should ensure that at future Branch Representatives' meetings sufficient time is made available for every accepted resolution to be discussed and voted upon.

5. LINCOLN: That it is the opinion of this meeting that the Ministry of Health Green Paper on the Administrative Structure of the Medical and Related Services in England and Wales puts forward proposals which are not in the best interests of the profession of pharmacy or the National Health Service and that although it is accepted that some changes may be necessary in the administrative structure, the formation of such impersonal bodies as Area Health Boards is not acceptable.

6. AYLESBURY: That it is the opinion of this meeting that the Council of the Society should press for legislation to control the supply of medicinal products distributed as samples.

7. READING: That it is the opinion of this meeting that the interim report of the Council indicates that their present line of thought on regionalisation does not go far enough, and that further serious consideration should be given to Council members being ELECTED as area or regional representatives.

8. NORTH STAFFORDSHIRE: That it is the opinion of this meeting that many of the advertisements appearing in the *Pharmaceutical Journal* are of such a nature as to degrade the professional status of pharmacy.

9. NORTH STAFFORDSHIRE: That it is the opinion of this meeting that the *Pharmaceutical Journal* should include more articles originating from the Society's Department of Pharmaceutical Sciences.

10. SHEFFIELD: That it is the opinion of this meeting that in the public interest the Council of the Society should continue, in conjunction with the Central N.H.S. (chemist contractors) Committee, to press the Department of Health and Social Security to allow dispensing by doctors only for those patients who, because of distance or inadequate means of communication, cannot obtain their dispensed medicines from pharmacies.

11. WEST HERTFORDSHIRE: That it is the opinion of this meeting that the Pharmaceutical Society should achieve unity of professional purpose by limiting in so far as distribution in general practice is concerned, its activities to those described as being "professional" in sections 18 and 19 of the Report of the Committee on the General Practice of Pharmacy.

12. AYLESBURY: That it is the opinion of this meeting that the Society should seek by every means at its disposal a way to amend the Royal Charter so that the Society, as head of the pharmaceutical profession, be able to take a far more active rôle in protecting and promoting the interests of its members.

13. BEDFORDSHIRE: That it is the opinion of this meeting that a practical course of applied pharmacology should be included in the degree course.

14. LEEDS: That it is the opinion of this meeting that a re-examination be made of the conditions for postgraduate practical training as laid down in by-law XX(4) of the Society, so as to remove anomalies.

15. ROMFORD: That it is the opinion of this meeting that the Council of the Pharmaceutical Society should take steps with the appropriate authorities to ensure the safer distribution of prescriptions from doctors' surgeries.

16. FOLKESTONE: That it is the opinion of this meeting that married women pharmacists who do not intend to practise but wish to retain their contact with the profession, should be able to obtain the *Pharmaceutical Journal* at a concessionary rate, and be members of the local Branch.

17. LEEDS: That it is the opinion of this meeting that the present trend towards using letters and numbers for pharmaceutical presentation of drugs, instead of names, is both dangerous and undesirable and should be discontinued in the interest of safety.

18. ROMFORD: That it is the opinion of this meeting that due to the relative frequency of the re-issue of the B.P. and B.P.C., that all materials being described as BP or BPC should be suffixed with the relevant year of publication.

19. MEDWAY: That it is the opinion of this meeting that the law relating to the sale of antihistamines should not be changed, as no evidence has been produced to show that pharmacists have failed to comply with the present requirements.

INTERNATIONAL NARCOTICS CONTROL

Board's warning over cannabis

THOUGH the illicit traffic in opiates continued to be the most serious drug threat, states the International Narcotics Control Board in its first report just published (H.M. Stationery Office, price 4s. 3d.), the situation concerning coca leaf and cannabis remained grave. About 1,200 tons of opium was reported to be annually available, at a conservative estimate, for illicit purposes, and the amount annually available for misuse was possibly far greater. Clandestine manufacturers of cocaine had little difficulty in obtaining ample supplies of raw material and there had been in recent years definite signs that illicit traffic in cocaine was increasing. The problem of cannabis had assumed serious proportions in industrially advanced countries not previously affected, whilst established opinion in regard to cannabis had latterly begun to be questioned in some quarters. "The view is still solidly held in authoritative medical quarters," states the report, "that cannabis is a drug of dependence, that it gives rise to public health problems, and that its control must be maintained."

Under the heading "Psychotropic Substances," the report says that "the problem of the hour was the widespread abuse of sedatives, stimulants and hallucinogenic substances such as LSD. The easy availability and self-administration of psychotropic drugs, some of them quite dangerous, called for specific measures of control at national and international levels, lest Governments be faced with an unmanageable situation in a few years." The urgent need for corrective measures, including the early adoption of international legislation, is stressed.

In 1968 three countries (Mongolia, Nepal and North Vietnam) failed to comply with international treaty provisions concerning the submission of statistical returns. The report regretted the lack of information from those areas as well as from China (mainland) and North Korea. In reviewing the control of licit production the report refers to the growing recourse to the use of "poppy straw" for the manufacture of morphine and heroin, and suggests that, in the course of time, the world's legitimate requirements of morphine could be still further met from that material, easing international narcotic control since poppy straw was too bulky to be a raw material for clandestine manufacture. The Board joins with its predecessor body—the Permanent Central Narcotic Board—in welcoming the United Kingdom's initiative in setting up an institute for the study of drug dependence at which research would be promoted and co-ordinated and informed opinion on the subject examined. The Board hopes for similar ventures in other countries, thus enlarging the prospect of alleviating the human suffering and misery caused by drug dependence.

OVERSEAS NEWS

UNITED STATES

Drug Companies to Repay £50m.

FIVE major United States pharmaceutical groups have agreed to repay $120 million (£50 million) damages for alleged price-fixing of tetracycline. The groups involved are American Cyanamid, Pfizer, Bristol-Myers, Upjohn, and E. R. Squibb. The first three were convicted of price-fixing on a Justice Department suit in December 1967, but have appealed and intend to press their appeals. Upjohn and Squibb were named as co-conspirators but not as

defendants in the suit. In a joint announcement on February 6, the five groups reported that, while their suggested repayment of claims had not been formally agreed, indications were that most claimants would accept.

The announcement said that, while the groups "remain convinced that they have not violated anti-trust laws," it was felt to be in stockholders' best interests to settle the treble damages claim now [under U.S. laws any buyer overcharged because of anti-trust violations by the supplier is entitled to collect three times the value of the overcharge.] The Justice Department's case rested on allegations that the companies had conspired to sell tetracycline in the U.S. at "substantially identical and non-competitive prices." The money involved in the companies' decision is being paid to cities, States and individuals who can prove they bought the drug at an inflated price. The proposed settlement is linked to a conditional programme allocating shares of the total damages to each company—with Cyanamid and Pfizer contributing over 74 per cent. between them. The entire agreement is subject to settlement by March 7, or the companies have the right to withdraw.

IN PARLIAMENT

By a Member of the Press Gallery, House of Commons

WHILST the Government recognised the desirability of replacing the Cruelty to Animals Act, 1876, with legislation more suited to present-day requirements, it was not yet possible to indicate when a Bill on the subject would be introduced or whether new legislation would give effect to all the eighty-three recommendations of the Littlewood Committee. That information was given by Lord Stonham (Minister of State, Home Office) in the House of Lords on February 6 when he was replying to Earl Fortescue. The Minister indicated, however, that "in the not too far distant future"—in accordance with the Littlewood Committee's request—experiments would be conducted only on animals that had been specially bred for that purpose. It was a recommendation that required legislation to carry it into effect. To introduce such a prohibition would not be practicable for some time.

Influenza Vaccine

Mr. Eric Moonman asked the Secretary of State for Social Services if he would make a statement on the circumstances in which, contrary to his policy on priorities for the distribution of the A2 vaccine, a supply of 200 doses was dispatched to an industrial firm from a British pharmaceutical company, a misdirection discovered when the package was sent in error to a chemist in Perth. Mr. David Ennals, in a written reply on February 4, said that the suppliers had informed him it was a mistake which they much regretted. The Royal Burgh of Perth had purchased the vaccine and had made it available to local general practitioners.

Prescription Charges

If all schoolchildren were exempt from prescription charges the revenue loss "might be in excess of £500,000 in a full year" said Mr. Ennals in a written reply to Mr. Arthur Lewis on February 4.

Inquiry into a Drug Company

Mr. Edmund Dell (Minister of State, Board of Trade) advised Mr. W. J. Molloy in a written answer on February 5 that, as a result of preliminary inquiries (see *C. & D.*, February 1, page 96) the Board of Trade had on January 29, under section 165(b) of the Companies Act, 1948, appointed inspectors to investigate the affairs of Inter-Continental Pharmaceuticals, Ltd., Inter-Continental Pharmaceuticals (Bletchley), Ltd., and their associate companies and of Curtis & Co., Ltd., Baker Street, London, W.1.

"Safety" Packs for Medicines

Mr. R. D. Roebuck asked the Secretary of State for Social Services whether he would take steps to ensure that medicines were packed in containers difficult for young children to open.

Mr. Ennals, in a written reply on February 5, stated: Such containers are not at present available in sufficient quantities for general use at reasonable cost. In some examples their benefits are offset by a number of practical drawbacks. The best safety precaution is for parents to keep medicines out of children's reach.

Approval of Disinfectants

In a written reply to a question by Mr. Tudor Watkins, on February 7, asking whether the Minister of Agriculture, Fisheries and Food, would make a statement about the new arrangements for approving disinfectants under the Diseases of Animals Act, 1950, Mr. Cledwyn Hughes said that he and the Secretary of State for Scotland had had discussions with the interested bodies and had consulted manufacturers' representatives about detailed arrangements for submitting products to the necessary tests. Disinfectants would be approved in one or more of the following groups:— (i) for use specifically against anthrax, brucellosis, contagious bovine pleuropneumonia and glanders, and for purposes other than (ii), (iii) and (iv) below; (ii) for use against tuberculosis; (iii) for use against foot-and-mouth disease; (iv) for use against fowl pest (i.e., Newcastle disease and fowl plague). Appropriate new tests had been devised for each of the groups. The Minister continued "We propose to make a new Order, as soon as a suitable number of disinfectants in each group has been approved for inclusion in the relevant schedules. This Order will replace the Diseases of Animals (Disinfection) Order, 1936, which deals with the appproval of disinfectants required to be used under Orders or Regulations made under the Diseases of Animals Act, 1950." Approvals given under the 1936 Order would remain effective for a transitional period of at least a year after the making of the new Order. If an outbreak of foot-and-mouth disease occurred before the new comprehensive Order could be made, the Ministers were prepared to make a temporary Order relating solely to disinfectants for use against foot-and-mouth disease, and would list sodium carbonate (decahydrate), complying with British Standard 3674: 1963; citric acid, B.P; two other disinfectants — the products Vanodine R62 FAM and Resiguard F, "which we already know to be effective against foot-and-mouth virus—and any other disinfectants which by then have been approved for this purpose."

Drug Addiction

Since February 22, 1968, 2,179 persons found or suspected by the medical practitioners of being addicted to heroin have been notified to the chief medical officer, Home Office. That information was given by Mr. Elystan Morgan (Under Secretary of State) in a written answer to Mr. G. J. Oakes on February 10.

Ex-Government Hypodermic Syringes

Mr. J. M. Y. Dickens asked the Secretary for Social Services whether, in view of the current drugs problem, he would prohibit the sale of ex-Government hypodermic syringes of the type mentioned in an advertisement which had been sent to him.

Mr. Ennals in a written answer on February 10 stated he did not consider that such action would be justified.

Pre-packed Goods

Mr. K. Lomas asked the President of the Board of Trade if he would introduce legislation to provide that all pre-packed goods were made up in "standard British weights." Mrs. Gwyneth Dunwoody (Parliamentary Secretary) in a written reply on February 5 pointed out that the Board of Trade already had powers under the Weights and Measures Act, 1963, to add other commodities to those which, when pre-packed, were already required to be sold only in specified quantities. She added that consideration was being given to the extension of existing requirements "where practicable and desirable."

LEGAL REPORTS

Chemists Fined

At Cheltenham, Glos, magistrates' court recently Cleverly (Chemists), Ltd., 36 Winchcombe Street, Cheltenham, pleaded guilty to selling drugs not of the quality demanded, and were fined £5, with £10 10s. advocate's fee. The court was told that a man collecting a prescription from the shop decided to buy some capsules for his wife's cold, but when the tin was opened there were black particles among the fifteen red capsules. The chemists took the view that, if there was a time limit on the storage of the capsules, the manufacturing company should have placed a warning notice on the container. Defending solicitor

said that the company was well known in Cheltenham, and the affair had caused its directors considerable anxiety. He went on "They ask me to assure you they will do their best to ensure such a thing does not happen again."

Thalidomide Claims

ACCORDING to reports in the national Press, the Distillers Co. (Biochemicals), Ltd., who were British licensee of the drug thalidomide, is suing Lloyd's underwriters for part of the money the company are having to pay in settlement of claims by the parents of handicapped children. Messrs. Distillers are asking the High Court for a declaration that the insurers are liable to pay anything above £250,000 on each of four insurance policies dated between 1958 and 1962. The action is defended. Nominal defendant is Mr. Douglas Victor Poole, of Lloyd's.

In the High Court, London, on February 11, Mr. Justice Hinchcliffe gave leave for 150 parents of "Thalidomide babies" to commence actions against the Distillers Co. (Biochemicals), Ltd., bringing the total of lawsuits pending against the company on behalf of children born deformed to 250. These cases are new since February 1968, when a settlement was agreed on behalf of sixty-two children.

"Inadvertent" Poison Supply

THE woman proprietor of two cosmetics shops in North London was "inadvertently" supplied by a wholesaler with a poison she was not authorised to sell, North London magistrates' court was told on February 7. Mrs. Doris Clarke, trading as Robert Clarke Cosmetics, 8 Blackstock Road, London, N.1, pleaded guilty to three summonses alleging that she sold a Part 1 poison (oxide of mercury) contained in golden eye ointment; that she sold the poison on unregistered premises; and that she sold it without the supervision of a registered pharmacist. The case was brought by the Pharmaceutical Society of Great Britain. Prosecuting for the Society, Mr. Peter St. John Howe said that an inspector of the Society called at Mrs. Clarke's premises at Blackstock Road on September 19, 1968, and bought a tube of the ointment. The justices were told that the ointment was in the manufacturer's package, which had the word "poison" marked clearly on it. Defence counsel said the company had for a number of years, dealt with the wholesaler (Robert Blackie, Ltd.). The owner had placed herself in their hands. Counsel read a letter from the manufacturing company in which the firm said that it appeared that Mrs. Clarke had been "inadvertently" supplied with the Part 1 poison. Immediately after the inspector had called on Mrs. Clarke the company took back nine tubes of the ointment. The inspector had bought one. That meant two tubes had been sold to the public. "One hopes there were no serious consequences that have affected members of the public." Pointing out that it was the manufacturing company's mistake in the first place, counsel said "I have been a little loath to say all this, because the company is subject to prosecution for supplying the ointment, but this is clearly a case where you must be apprised of all the facts." Mrs. Clarke, who apologised through her counsel, was fined £5 on each summons (a total of £15). She was also ordered to pay £4 4s. costs.

COMPANY NEWS

Previous year's figures in parentheses

SANITAS TRUST, LTD.—The company have bought the goodwill and certain trading assets of Campbell Brushes, Ltd., for £130,000.

DIXOR, LTD. — Dividend for 1968 is unchanged at 12½ per cent. Profit was £14,694 (£15,880), before depreciation of £1,816 (£1,052) and tax of £5,100 (£6,000).

GILLETTE CO., INC., Boston, U.S.A.—Unaudited figures show the net sales in 1968 were $553·2m. ($428·3m.) and net earnings, after tax, $62·3m. ($56·6m.). Included in the 1968 total are net sales of $69·4m. attributable to the Braun Group, which was acquired late in 1967, and net income of $1·9m.

ARTHUR GUINNESS, SON & CO., LTD.—Lord Iveagh (chairman), said at the annual meeting on February 6 that the pharmaceutical side of the business would make progress towards profits this year, partly as a result of the increased demand for influenza vaccine, which was produced at Crookes Laboratories Group, Ltd.

GNOME PHOTOGRAPHIC PRODUCTS, LTD.—Accounts for the six months ended November 1968 show a substantial fall in sales and profits against the corresponding period of the previous year. The fall is attributed to the introduction of purchase tax on projectors in the last Budget and to late delivery of component parts by subcontractors. The directors expect that the full year profits will be considerably lower, but the drop will be mitigated by realised profits on sales of investments to date of £22,766.

AGFA-GEVAERT GROUP.—In the year ended September 30, 1968, turnover increased 4·9 per cent. to DM1·485m., but extra expenditure on silver cost DM35m. and there was a DM8·9m. increase in depreciation charges adopted for tax reasons, to leave the profit at DM14m. The dividend takes DM13·8m. (DM17m.). The two factors will also affect profits in the current year, but increased turnover and a reduction in the labour force are expected to produce better results. In the first quarter turnover is over 10 per cent. up on the equivalent period, and at least maintenance of that growth is looked for throughout the year. The U.S. market now accounts for 12 per cent. of turnover. The company will lose DM15m. following the West German Government's export tax and import subsidy measures.

J. L. MORISON SON & JONES HOLDINGS, LTD.—The annual statement of Arthur Guinness, Son & Co., Ltd,. for the year ended September 28, 1968 (*C. & D.*, January 25, pp. 70-71), referred to a loss of £652,766 sustained by the pharmaceutical activities of the Guinness business. The pharmaceutical companies enumerated in which Messrs. Guinness have a financial interest included J. L. Morison Son & Jones Holdings, Ltd., in which Guinness held only a 47 per cent. stake. It has since been pointed out on behalf of J. L. Morison Son & Jones Holdings, Ltd., that their group profit before tax for 1967 was £186,585 and a large increase over 1966 and that the figure for 1968 is expected to show a further increase. Their accounts were, of course, not consolidated in Messrs. Guinness' accounts and therefore the loss of £652,766 in no way referred to them.

BUSINESS CHANGES

ACF CHEMIFARMA, N.V., Amsterdam, Holland, is the new title of N. V. Nederlandsche Combinatie voor Chemische Industrie.

MR. F. BEARDSELL, M.P.S., has acquired the pharmacy of Mr. W. I. Lacy, M.P.S., Buxton Road, Weymouth.

SANDOZ PRODUCTS (IRELAND), LTD., are now located at Greenhills Road, Tallaght, co. Dublin, Eire (telephone: Dublin 506825).

G. R. LANE HEALTH PRODUCTS, LTD., Gloucester (telephone: OGL2 21291), have acquired Rational Diet Products, 7 Chantry Lane, Grimsby, Lincs.

SCHICK ELECTRIC, LTD., have removed to 119 Victoria Street, London, S.W.1 (telephone: 01-834 5278). All orders, repairs and service inquiries to: Newpound, Wisborough Green, Billingshurst, Sussex (telephone: Wisborough Green 441).

L. R. B. PEARCE (MANAGEMENT), LTD., have sold their 50 per cent. holding in Wimborne Chemicals, Ltd., to Shirley Aldred & Co., Ltd., who held the other 50 per cent. L. R. B. Pearce, Ltd. (chemical merchants), continue to trade from 125 High Holborn, London, W.C.1 (telephone No. 01-405 7722).

R. WESTON (CHEMISTS), LTD., are taking over two pharmacies of R. Stoddart, Ltd., situated at Brookfield Corner, Hucclecote Road, Gloucester, and 22 Court Road, Brockworth, Gloucester, on March 1. On the same date Messrs. Weston open a pharmacy at 57 High Street, Brownhills, Staffs, and are closing their branches at 15 Silver Court, High Street and 13 High Street, Brownhills, Staffs and will be acquiring and closing down Ann Seedhouse (Chemists), Ltd., 48 High Street, Brownhills.

APPOINTMENTS

Board

JAMES A. JOBLING & CO., LTD. — Mr. J. Draper, a director of Thomas Tilling, Ltd., has been appointed chairman of James A. Jobling & Co., Ltd. Mr. Draper has been a director of Jobling since 1964. Mr. J. Graham has been elected to the main Jobling board.

Executives

J. & E. ATKINSON, LTD., have appointed Messrs. R. B. Kirkbride and R. M. Woods their southern and northern area sales managers respectively.

GOLDEN, LTD., have appointed Mr. G. D. Mulford general manager for Mennen products in the United Kingdom. Mr. Mulford was previously with the consumer products division of Cyanamid of Great Britain, Ltd.

PRICE'S CHEMICALS, LTD., have appointed Dr. R. V. Austin their technical director in succession to Mr. W. C. Whiteside, who retires on March 31. Mr. P. Routh has been appointed representative for Kent, Surrey, Berkshire, Hampshire, the South Coast and the West Country.

MR. A. J. GOODWIN has, on medical advice, resigned his position as managing director of Goodwin Storefitters, Ltd., Counterpoint Store Equipment, Ltd. and other associated companies of the group. He remains on the board of the companies and will continue to be associated with them in a consultative capacity. Mr. G. W. Muir has been appointed general manager of Goodwin Storefitters, Ltd., Metal Technics, Ltd., and Contelex Lighting, Ltd., and Mr. J. W. Harrod general manager of Counterpoint Store Equipment, Ltd.

PERSONALITIES

MR. B. A. PORTER, M.P.S., is to be the new sheriff of Canterbury. Councillor Porter, who is the proprietor of three pharmacies in the city, was mayor of Canterbury in 1966 and 1967 and has been a member of the City council since 1961.

DEATHS

BROWN.—At Law Hospital, Carluke, Lanarks, on February 6, Mr. Alexander Paterson Brown, 71 Waverley Drive, Wishaw, aged seventy-six. For thirty-five years Mr. Brown was superintendent pharmacist to Wishaw Co-operative Society, Ltd., before retiring eleven years ago. During the 1914-18 war he served as a dispatch rider, and in 1919 qualified from the Glasgow School of Pharmacy, where he was a contemporary of the late Professor J. P. Todd.

GROSS.—Suddenly, on February 6 Dr. Nicol Gross, joint managing director of the British Oxygen Co., Ltd., Hammersmith House, London, W.6, since 1967, aged fifty-eight. Dr. Gross, ill for some time, was recovering, and his death was unexpected.

McCONNELL.—On February 3, Mr. William McConnell, M.P.S.N.I., 19 Knock Hill Park, Belfast, Northern Ireland. Mr. McConnell qualified in 1939 and opened a business in Ballyhackamore, Belfast, during 1941. He was chairman of East Belfast Chemists' Association and a member of the East Belfast branch of Rotary International. A prominent member of the Masonic Order, he was Past Master of Wandsworth Masonic Lodge No. 802 and a member of several other lodges. Mr. McConnell was also an active member of Belmont bowling club, Belfast indoor bowling club and Helen's Bay golf club. Mr. McConnell who was also a member of Stormont Presbyterian Church, is survived by his wife Doris, son Mr. Gordon McConnell and daughter Mrs. K. F. Collins.

TRADE NOTES

Address for Orders.—Wella spray for greasy hair is being launched by Wella (Great Britain), Ltd., from Wella Road, Basingstoke, Hants, and not as previously stated.

Glass Bottles Abandoned. — Wimsol Lanry, Ltd., Cliffe Street, Nelson, Lancs, are now packing their Lanry and Wimsol household bleaches in plastic bottles.

Bulk Packs.—Kalium Pet Products, Ltd., Redditch, Worcs, state that Extra-Tail is now available in ½-gall. and 1-gall. plastic containers in addition to the 6 and 12-oz. aerosol packs.

Bottles Not Embossed. — Beecham Research Laboratories, Great West Road, Brentford, Middlesex, point out that Broxil tablets, not the bottles containing them, are now embossed with the product name.

Samples for Assistants. — Cosmetic counter assistants who complete and send off a coupon in the full-page advertisement of Scott & Bowne, Ltd., 50 Upper Brook Street, London, W.1, will be sent free a two-bath sample of Fenjal creme bath.

Available for Clinical Assessment.—A product, Lignilin, containing lignin, currently before the Dunlop Committee, is available from the manufacturers Therapharm, Ltd., 86a, Richmond Road, Kingston On Thames, Surrey, for clinical assessment. Information on the product is offered to doctors.

Two Agencies in One.—Agencies are available in all areas for the products of Pearmoss, Ltd.; and Boutalls Chemists, Ltd. (proprietors of the Queen series of non-irritant toilet preparations). Inquiries should be sent to Pearmoss, Ltd., at 53 Great Marlborough Street, London, W.1.

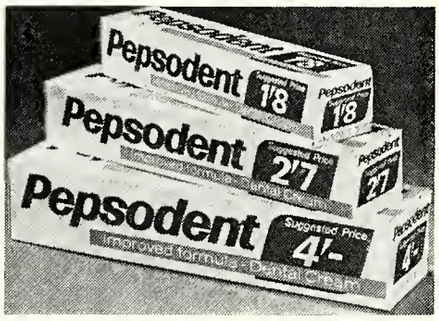
Superseded. — Having recently introduced Anugesic-HC suppositories and cream containing 0·25 per cent. hydrocortisone acetate, William R. Warner & Co., Ltd., Eastleigh, Hants, are discontinuing sale of the older product Anugesic suppositories and ointment. Arrangements have been made for full credit for stock returned.

Still Made, Readily Available.—McKesson & Robbins, Ltd., Haine Industrial Estate, Ramsgate, Kent, manufacturers of Albolene cleansing cream, state that letters received in recent months, suggest that the idea seems to be gaining ground that that product is no longer manufactured. That is not so. To any chemists whose regular wholesalers do not have the product available they will be pleased to supply any requirements direct.

In 100-mil Sizes.—DISTA PRODUCTS, LTD., Speke, Liverpool, 24, have made available a 100-mil bottle of Distaquaine V-K suspension, 125 mgm. per 5 mils. JOHN WYETH & BROTHER, LTD., Huntercombe Lane South, Taplow, Maidenhead, Berks, state that, as present stocks become exhausted, they are replacing the 60-mil pack of Penidural oral suspension with a 100-mil pack in conformity with the policy of the pharmaceutical industry to plan, so far as possible, to supply "standard" metric sizes.

Where to Obtain Supplies.—During 1968 Bristol Laboratories, Ltd., Stamford House, Langley, Slough, Bucks, acquired the interests of the Mead Johnson Co., and pharmacists in the United Kingdom may be presented with a problem when asked to obtain supplies of products like Nutramigen and Lofenalac. To meet the situation Messrs. Bristol have established a department to handle Mead Johnson products. All inquiries should be directed to Mead Johnson division, Bristol Laboratories, Ltd., Stamford House, Langley, Bucks.

Tooth-Paste Prices Cut. Pepsodent tooth-paste is now being sold to the trade by the manufacturers at levels that allow recommended prices of 1s. 8d., 2s. 7d. and 4s. for standard, large and "economy" sizes, with no



reduction in normal trade margins. (Previous recommended prices were 2s. 5d., 3s. 6d. and 5s. 1d.). Quantities in the tubes are unchanged but several improvements have been made, including a completely new tooth-paste base material and a change in flavour to a spearmint/peppermint mixture. Packaging has been redesigned.



"SPRING DOUBLE" Continental and Escort vacuum flasks, given free with special 28 flask order placed with Aladdin Industries, Ltd., Greenford, Middlesex (see *C. & D.*, February 8, 1969).





BLUE AND FLORAL: Lilia-White (Sales), Ltd., Charford Mills, Birmingham, 8, have introduced for their Lorex tissues, the new pack shown. It has a blue floral design and distinctive pattern.
REPACKAGED: Hanx, the big-selling man-sized tissue marketed by the National Pharmaceutical Union has been repackaged as shown. The new surface design is in dark blue, light blue, red and white. The perforated tear-out area has been enlarged and repositioned with particular reference to the needs of motorists. Price structure is unchanged.

Bonus Offers

POTTER & MOORE (division of E. C. De Witt & Co., Ltd.), Lavender House, Seymour Road, London E.10. *Slim Disks* and *Intrim*. Fourteen invoiced as twelve. *Slim Disks*, 100's, eight invoiced as six.

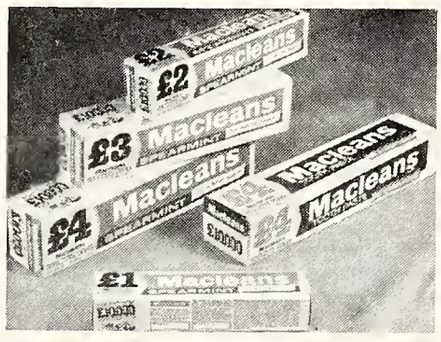
JACKEL & CO., LTD., Kitty Brewster Estate, Blyth, Northumberland. Royal Sweden Hairbrushes. Thirty-six Royal



Sweden handbag hairbrushes (to give away) with order for parcel of 3 doz. assorted.

Premium Offers

BEECHAM TOILETRY DIVISION, Beecham House, Brentford, Middlesex. Macleans toothpaste. Purchasers of special regular and spearmint packs (with special flashes "roulette stake") now being distributed are eligible, on providing the right answer to a question about roulette odds, to enter, with any



number they select, in a series of roulette games. On standard size the stake value is £1; large size £2; economy size £3; and giant size £4. The wheel spins on nine consecutive Tuesdays, March 4 to April 29, a tenth spin on September 30 taking all remaining entries. Prize "bank" for every spin is £1,000.

Competitions

L. LEICHNER (LONDON), LTD., 436 Essex Road, London, N.1, jointly with Cadbury Bros., Ltd., Bournville, Birmingham. In a "Swinging Beauty" competition from the beginning of this month until April 28, and backed with full-page colour advertising in women's magazines, competitors are asked to put in order of importance six ways that help to make a woman beautiful, such as "technique in applying make-up" and to complete the sentence "The Leichner approach to beauty makes sense because . . ." Each attempt on the entry form has to be accompanied by two Cadbury's Milk Flake wrappers. For the first-prize winners there are 100 places on Leichner beauty courses. There are 500 consolation prizes of Leichner facial brush kits.

A. WANDER, LTD., King's Langley, Herts. A new "Signs of the Zodiac" competition which started in late January and runs through to the end of March, is linked with Ovaltine, Nu-Choc drinking chocolate and Ovaltine instant non-fat milk. There are 156 prizes and a free Zodiac key ring to every competitor who submits multiple entries. Big prizes are twelve, one for each sign of the Zodiac. They include two cars, two cruises, a speed boat and trailer, a four-berth caravan, a colour television set, mink coat, dishwasher, home deep-freezer, a range of domestic appliances, home-builder tool chest and an electric sewing machine and cabinet. Competitors are asked to match seven famous people with their silhouettes (as a clue their Zodiac signs are shown), to choose which Zodiac sign they wish to enter under, and to write a memorable and accurate advertising slogan by completing in not more than twelve words a sentence on the entry form. They compete only against people who enter under the same sign, and may complete as many columns, under as many signs, as they wish. For each column completed the competitor must include a label as proof of purchase. Competition is backed by point-of-sale material with entry leaflets, and advertised in *Daily Express*, *Sunday Mirror*, *Woman*, *Woman's Realm*, *Woman's Weekly*, *Weekend*, *Reveille*, *Radio Times*, *TV Times*, *Competitors' Journal* and *Family Circle*.

NEW PRODUCTS AND PACKS

PHARMACEUTICAL SPECIALITIES

For Treating Crab Lice.—Quellada Shampoo, a new product of Stafford-Miller, Ltd., 166 Great North Road, Hatfield, Herts, is a clear lotion (active constituent gamma benzene hexachloride) for use when heads need to be treated for pediculosis and crab lice. Pack is a bottle of 55 mils.

Non-barbiturate Hypnotic. — White-scored Quaalude tablets (methaqualone, 300 mgm.) are a non-barbiturate hypnotic introduced by Rorer Laboratories, Ltd., Watford, Herts. Quaalude is indicated in all forms of insomnia, the dose being half or one tablet at bedtime. Each tablet bears the name Rorer engraved on one surface, and the packs are containers of thirty and 100. Distributors are Crookes Laboratories, Ltd., Basingstoke, Hants.

Balanced Antacid.—A new speciality of Wallace Laboratories (a division of Carter-Wallace, Ltd.), Folkestone, Kent, is Diovol forte, providing balanced antacids and increased anti-flatulent properties without bowel motility being affected. Diovol forte is indicated where distension is the overriding factor in the patient's discomfort. The anti-



flatulent, dimethylpolysiloxane, is understood to be pharmacologically inert and non-systemic. It reduces the surface tension of the mucoid bubbles in the stomach, causing them to burst and release the gas for voluntary expulsion. Each tablet contains 300 mgm. of co-dried gel of aluminium hydroxide and magnesium carbonate. The tablets are peppermint flavoured and are foil-wrapped. Pack is a container of 100.

FOODS

Hot Meals. — Unicliffe, Ltd., Unimart House, Stonar, nr. Sandwich,

Kent, announce a national launch of Limmits baked beans (1s. 7d.) and Limmits spaghetti (1s. 7d.) as additional products in the Limmits range of hot-food meal replacements. The products are designed to be eaten on hot buttered toast, providing a complete and nourishing meal of only 210 calories. Each is packed in display outer of 2 doz. Merchandising material is available.



HERBAL CANDY: Wrapped sweets and outer illustrated pack showing the ten herbal ingredients of Ricola Swiss herb candy marketed in the United Kingdom by Chocolat Tobler, Bedford (see *C. & D.*, February 1, p. 98).

COSMETICS AND TOILETRIES

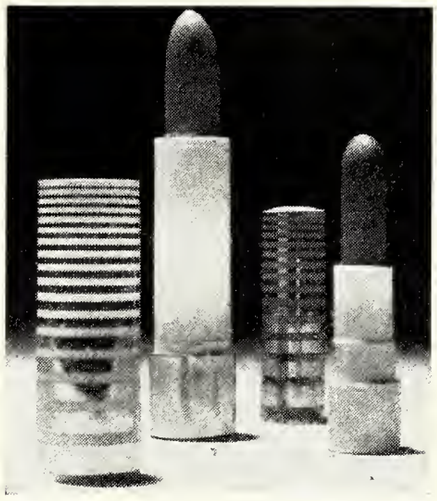
Non-stick Antiperspirant.—An antiperspirant formulation described as "the first non-sticky and quick drying" antiperspirant is being marketed by Gibbs Proprietaries, Ltd., P.O. Box 1 DY, Hesketh House, Portman Square, London, W.1, under the name New Sure. New Sure roll-on dries more quickly, it



is claimed, than any other roll-on available. It is non-sticky and reduces underarm perspiration. Pack is an unbreakable polythene roll-top bottle (5s. 3d.); outer contains 1 doz. cartons and opens to form a displaypiece in blue and white for counter top or shelf.

Mascara with Conditioner. — What is described as a super brush-on mascara with built-in conditioner for eye lashes is being launched under the name Master Stroke (15s. 1d.) by Innoxa (England), Ltd., 436 Essex Road, London, N.1. Besides being long-lasting and smudge-proof, Master Stroke is claimed, on account of its protein additive, to make the lashes grow "healthy and lush." The product is presented in white-and-gold case. The refill (10s.) is in the same style — a full barrel into which the brush is transferred. Shades are black, dark brown, dark grey, dark blue.

"Gold-dusted" Cosmetics.—Products in a new Gold Rush collection put on the market by Girl Cosmetics, Ltd., Hook Rise, Surbiton, Surrey, are "gold

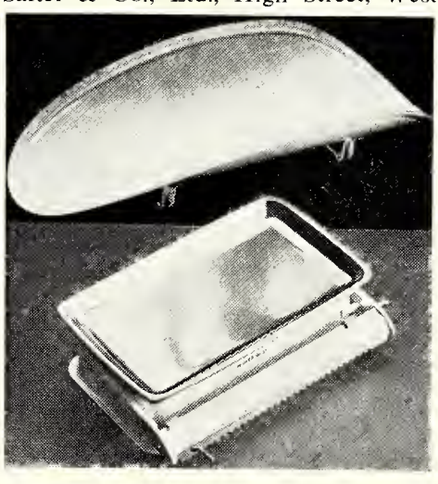


dusted" lipsticks (in "golden sky," "greengold," "goldleaf lilac" and "silvergold" shades) and lipsticks (in "puregold pink," "gold blush," "gold-shot peach" and "golden sand").

Swiss Beauty Preparations. — Bea Kasser, one of the largest European manufacturers of cosmetics, recently introduced her range of Swiss beauty preparations in the United Kingdom market. Pioneered forty years ago by Madame Kasser in a Zurich beauty salon, the range was actively promoted from the time an economist (Dr. Bollhalter) joined Mme. Kasser. Included in the range are a herbal eye relaxer (4s.) that may be used eight times; an anti-cellulitis sponge (22s. 6d.); and nail-varnish remover pads (3s. 3d.). Distribution in Great Britain is through Mrs. Dodi Melville, 5 Hanover Street, London, W.1.

SUNDRIES

Beam Scale and Cradle Unit. — A new beam scale (65s. 11d.) by George Salter & Co., Ltd., High Street, West



Bromwich, Staffs, is being made in Sweden for the company. The scale is a low-line kitchen model of 27-lb. capacity (by ¼-oz. divisions). A cradle unit (23s. 11d.) is an optional extra. The scale is finished in white with chrome weighing tray.

In Improved Pack.—A new wallet pack for Carnation Corn Caps of Cuxson, Gerrard & Co., Ltd., Fountain Lane, Oldbury, Warley, Worcs, takes up little more storage space than the previous small carton but is more convenient for the customer. The familiar



bright red and green colours and style have been retained. Each wallet contains a folder describing the range of Carnation foot comforts. For stockists a useful display feature is that the wallet incorporates a cut-out holder for hanging the pack on standard pegboard fittings or cup hooks. A new display outer anticipates decimalisation by containing thirty wallets.



REDESIGNED: Johnson & Johnson, Ltd., Slough, Bucks, have redesigned the packs of their Cotton Buds and have increased the contents. The "economy" pack (4s. 4d.) now contains 100 Cotton Buds. The medium pack (1s. 3d.) now contains twenty. The new design is in scarlet and blue against a white ground. It emphasises the neat and practical safety stems of the Buds. The pack is designed to enable the user to lift the flap at one end and remove one stick at a time with one hand. The packs are overwrapped and sterilised as before. A further change is also planned for the present 54's large size, which will eventually contain sixty Cotton Buds and retail at 3s. 3d.

Correspondence

Letters when received must bear the name and address of the sender, not necessarily for publication. The Editor does not hold himself responsible for the views expressed.

A Miracle?

SIR,—I have just received the brown paper wrapper which should have contained THE CHEMIST AND DRUGGIST for the week ended February 1. Instead, it contained the *Monthly Record* of the Free Church of Scotland. Is this a miracle? D. H. FORRESTER,
Nairn

[Perhaps, in insurance parlance, an Act of God. Meanwhile a replacement copy has been sent post haste.—EDITOR.]

Shape of Things to Come?

SIR,—Attached is an exact copy of a National Health prescription received today, which I thought might be of interest to your readers as an example of the shape of things to come after March 3.

Tinct. belladonna	0·24 mils
Aludrox	7·2 mils
Tinct. card co.	1·8 mils
Mist. mag. trisilicate ad	14·2 mils
Sig:- 14·2 mils t.i.d.a.c.	
Mitte 568·3 mils.	

MILS BOMB

Metrication—in 1915!

SIR,—In view of the future metric system in dispensing, I enclose two (out of many) prescriptions dispensed in 1915. They were written by Dr. James Brierley, of Dukinfield, Ches, who walked to all his patients and was very well liked by them. Also he prescribed many unusual tinctures.

Sodii salicyl	G8
Sodii bicarb	G14
Tinct aconit	Mil 4
Tinct cimicifug	Mil 14
Aq chlorof ad	Mil 227
Sig Mil 14 4tis horis	
Tinct sanguinariae	Mil 8
Tinct pulsatillae	Mil 8
Dec aloes co	Mil 36
Mist ferri co	ad Mil 227
Sig Mil 14 4tis horis	

GORDON PERRINS, PH.D., F.P.S.,
Bury St. Edmunds, Suffolk

Cheque for Charity

Sir.—On behalf of our Association's president (Mr. S. H. Beckett) may I take this opportunity, through the courtesy of your columns, to thank all manufacturers and members of the Pharmaceutical Society who gave gifts and donations for the tombola at our annual dinner and dance. Through their generosity we were able to make the presentation of a cheque for £127 10s. 6d. to Stonecroft House, our local Cheshire Home.

J. P. OSBORNE, *Social Secretary*,
Grimsby Pharmacists' Association,
Grimsby, Lancs

Council Candidates at Aylesbury

SIR,—We have noted with great interest your headlines in this week's *C. & D.* (February 8, p. 109) concerning London voters' chance to "vet" candidates for Council. Clearly you attach great importance to it. Indeed, it is our opinion that this has been a bone of contention both with voters and with prospective candidates for some time. It was one aspect that we considered last year — our first year as a branch—when we decided to set aside Wednesday, March 19, 1969, for such a meeting. It was quoted in our programme as follows:—

"PROSPECTIVE members of Council have been invited to come along and tell us why they think we should vote for them. This gives us a chance to know whom we shall be voting for and also to air our views (some no doubt very strong) as to what they should do. A very interesting and important meeting: Friar Tuck Restaurant, Wendover, 7.30 for 8 p.m."

However, as you are aware, the nominations for Council are not yet known and so, as a "follow-up" to your article last week, would it be possible for you to print this letter together with an invitation to prospective Council candidates to contact me. JOHN WILLIAMS, *Secretary*,
Aylesbury, Bucks

Wanted a Common Flag

SIR,—The letter from Mr. Stratton, "Pharmacists Penalised" (*C. & D.*, February 1, p. 100) touches on a number of ways in which the pharmacists are being penalised for the greater benefit of the manufacturers, the State, and vested interests. Mr. Stratton earnestly prays that "somewhere within our ranks, there will be found a character willing to do battle on our behalf." The root cause of the trouble lies in the fact that pharmacy is a fragmented profession with a number of representative bodies which, excellent though they may be in their own way, each represent only sectional interests. The one body in contact with all pharmacists, namely the Pharmaceutical Society, is debarred, by virtue of its Charter, from aggressive action in pursuit of solutions to the majority of material problems that beset the profession. It is for that reason that many pharmacists are seeking the formation of a British Pharmaceutical Association, to represent *all* pharmacists in matters affecting their livelihood. However, the formation of such an association can be successful only if it is supported by the majority of pharmacists, and if, too, it receives their wholehearted support in respect of any action that seems necessary to protect the livelihood and status of its members. Let us be under no illusions in regard to this matter—it is beyond the ability of any single person on our behalf to do battle in the rôle of a general without an army. If battle is to be joined, then we must all be prepared to rally and fight for our cause under a common flag. There is an old rule among politicians and aggressors: "divide and conquer." Pharmacy has long been divided by its own inclinations and the individuality of its members. The message of power-politics today is plain enough—we must unite or go under, and that applies to all pharmacists, whether in manufacturing, hospital, retail or the academic sphere (including students). I would therefore appeal to all readers to give this matter their most earnest consideration and, when the formation of a British Pharmaceutical Association is announced—as it surely will be—to hasten to join its ranks in order to present a unified opposition to all those who seek to gain advantage at the expense of the members of our profession. EDWARD D. HUNT

Rural Pharmacy

SIR,—Rural pharmacists have once more been pushed to one side by the reluctance of the new Minister of State, Department of Health, to commit himself after meeting the representatives of rural pharmacists on January 27 (see *C. & D.*, February 8, p. 112). The dispensing doctors must be bursting their sides with mirth over our ineffective efforts. I mean no disrespect to the quality and integrity of our representatives, but I do suggest that the whole programme of obtaining a just conclusion to the rural problem needs to be critically reviewed, and in this revision the committees concerned should endeavour to include rural pharmacists amongst them. To be truly inspired in a cause you must be personally involved, and until committees negotiating on behalf of rural pharmacists do in fact include rural pharmacists then you must lose out in activating force. The *Sunday Telegraph* featured rural pharmacy and dispensing doctors in an article by Paddy McGarvey on February 2. You, sir, did not offer any comment on this forthright article, despite the fact that this feature was the first that has been published in a national paper drawing attention to the inadequate nature of dispensing doctors' services. Three years of negotiations have been put on one side. During this time many of the so-called dispensers in doctors' surgeries have so improved their technical knowledge that they can now count up to 100, instead of their starting skill in negotiating up to ten. Some of them have improved their education to the degree that they are guilty of only 50 per cent. errors in spelling when writing out prescriptions for repeat supplies that are casually signed by the doctor. There may come a time, if further delay is allowed, when those skilled dispensers become aware of aseptic techniques, and only smoke filter-tip cigarettes when preparing eye-drops. When metric comes—phew!

FRANK BATTERSBY,
Haddenham, Cambs

Source Known

SIR,—I M. A. Nutter should get Pink's medicinal compound from Lily (not Eli, of course).

F. B. FAWCETT,
New Ferry, Ches

SIR,—In reply to Mr. Nutter's inquiry, the product he seeks is Pinkertons medicinal compound — not Pinks. It is marketed by Pinkerton Gibson & Co., of Thistle Lane, Edinburgh. He should check the address as I have not been in touch with them since 1898. E. J. SHORTT,
Walsall, Staffs

C&D
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For Retailer, Wholesaler and Manufacturer

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Brass Tacks of Metrication

GOING metric on March 3 is a procedure, so far as the dispensing of drugs and medicines is concerned, with so many facets that all groups within the profession will need to exhibit their utmost tact and forbearance in ensuring a smooth transition from the Apothecaries system. Changing the habits of a lifetime is bound to lead to problems, and when the habits have all the elements of long tradition then revision becomes even more difficult. If, yet again, the changes involve many groups of individuals, then the obstacles that have to be overcome are multiplied.

A point of paramount importance is that the Weights and Measures (Equivalents for Dealings with Drugs) Regulations, 1969, impose on the pharmacist when he is dispensing prescriptions the obligation to use the metric system: there is no such imposition on the medical profession. It is certain that, of all pharmacists, it will be those in general practice who will meet and have to cope with most of the practical problems.

The changeover on March 3 may be considered a two-step rationalisation. There are first the demise of the teaspoon and tablespoon as medicine measures and the standardisation of dose volumes, with 5 ml. adopted as the basic dose. Pharmacists thenceforth will be dispensing dose volumes of only 5 ml. or 10 ml. or multiples thereof, and having to adjust the volume accordingly where a dose smaller than 5 ml. is ordered. Exceptions to that ruling are, of course, where doses are administered by a dropper or graduated pipette.

The second step in the rationalisation process in adopting the metric system in dispensing is application by the pharmacist of his authority to dispense non-metric prescriptions in metric terms. As the Central N.H.S. (Chemist Contractors) Committee has pointed out in a letter, the criterion in deciding "Equivalence" in the Apothecaries and Metric systems has been the number of doses represented by a volume of medicine prescribed in the Apothecaries system, and it is that aspect the pharmacist will have to "get across" the counter when explaining to customers presenting non-metric prescriptions why their medicines may be different from what they expected.

The "official" instructions now issued to doctors and pharmacists by the Health Department (see p. 147) may at first reading appear somewhat formidable. However, a period of quiet study (and determination), and a careful perusal of the examples of calculations, should soon enable a pharmacist to achieve the mental dexterity necessary to carry out the conversions.

Pharmacists will hardly need reminding that, so far as N.H.S. prescriptions are concerned, they should ensure that the details of what has been dispensed are endorsed on the prescription, for workers at the pricing bureaux are also vitally affected by the changes brought about by the metric revolution.

Invaluable? Yes! Priceless? Far from it!

WEATHER and postmen permitting, a new issue of the CHEMIST AND DRUGGIST Quarterly Price List should be in users' hands about the same time as this issue of the *C. & D.*

Nominally the "March" issue, it has been brought forward a fortnight so as to put retailers in possession, at the earliest practicable date, of the full details of the post-tax-change prices of the products they sell. Two weeks may seem, at first glance, little enough saving on thirteen, the normal interval between issues. In reality it has been a considerable achievement on the part of the compilers, and has demanded from the printers difficult adjustments in a time-table of production geared to full-time use of machinery for many clients besides ourselves. Furthermore, we cannot even now claim that the list contains 100 per cent. of those revised tax-inclusive prices it would have contained if it had appeared on the routine publication date of March 1. That is not for any failure to deal promptly with all the material in our hands, but because the receipt from manufacturers of information of the tax adjustments in their prices was spread over so strangely long a period of weeks and is, in fact, not even yet completed. It will not have passed unnoticed that the lists of tax-inclusive retail prices in the weekly supplements extended over eight weeks, yet on each of those weeks except the first two we went to press with a clean slate on the Wednesday morning. We are not harping on the handicaps, but they need to be mentioned in case anyone should think we have been remiss in not following up more speedily with an updated version, of the December 1968 Quarterly Price List, which was, through no fault of ours, already out of date when it appeared.

Now it is out we believe, from one or two postcards and letters from inquirers, that it is going to prove more than welcome and, indeed, invaluable. The Q.P.L. has become the retail chemist's price "bible" in the difficult trading conditions of today, and it has been "adopted" also by a number of wholesalers and stocktakers as the most reliable and up-to-date of its kind—a tribute (which we hope to continue to merit) to the efficiency of its producers.

With this new issue of the Q.P.L. comes the start of a new series of weekly supplements, and the opportunity has been taken to make a change in them that was strongly urged by one or two users but which, for various reasons, we have delayed adopting till now. It was pointed out to us that, since we adopted the system of putting at the front of each week's list an index of the page number to turn to for the price of any product mentioned during the thirteen weeks between one Q.P.L. and the next, the most convenient place for the latest supplement pages was in front of, not behind, the previous ones (where it would need to be to keep page numbers in correct sequence). To put things right we are henceforth numbering price supplements from the rear. Thus in the first week of the quarter the pages will be numbered 2, 1 for a two-page or 4, 3, 2, 1 for

a four-page list, and the second week 8, 7, 6, 5 and so on. A little mental adjustment and a little practice in use may perhaps be called for before it becomes automatic to use the amended system in the right way, but thereafter we shall be most surprised if there is not universal appreciation of the greater convenience and speed of use it allows.

One last word. The date of issue of the Quarterly Price List reverts to normal with the next issue — always assuming the Budget in the Spring does not throw another spanner in the works. It will be dated June 1 and the interval, accordingly, will be two weeks more than the normal thirteen.

Year-book Corrections

SUBSCRIBERS are asked to note the following corrections that need to be made in the *C. & D. Year-Book and Buyers' Guide,* 1969. In the Buyers' Guide section under "Hermesetas" delete Britanol, Ltd.; under "A & D ointment" delete "Merz & Co., Ltd."; after "DermaPhytex" and "OnychoPhytex" under "Wynlit Laboratories, Ltd.," insert "Phytex" (Pharmax). In the Trade Directory, under Amovon, Ltd., amend address to read: Wetley Rocks, Stoke-on-Trent, Tel. No. Wetley Rocks 236. Under Blyton, Astley & Co., Ltd., amend address to read: 92 Carruthers Street, Manchester, 4. Tel. No. Col 2975.

SHOP TOPIC (15)

Keep Close to Your Public

GROSS profit, the object of trading, comes from the margin between buying price and selling price. But adequate margins mean little unless the merchandise moves, and the moving must finally be done by the public. That is why an experienced retail chemist will constantly remind himself that the public, obvious target for his selling, must also be the target in his buying.

Two publics concern any trader, namely his existing customers and the entire public in the area he serves. On the latter group rest hopes of business expansion, so one cannot make too close a study of them.

Area You Serve

What area do you actually serve? The names and addresses of all regular customers should eventually be included in a card index kept for periodic mailing shots and other purposes. A start towards collecting them could begin right away. When the number reaches 100 addresses, you could show them on a local map by pencil crosses. You could then enclose their area by a pencil line.

If the area corresponds broadly to a local government area, you should be able to get, with help from a local government source, from a public library or chamber of trade, the population figures for that area. A breakdown, showing the number of households, may also be available. Such figures will be the first step towards estimating the total business that might eventually be achieved.

Another important factor is how much money is currently circulating in the area. That will influence the price and quality levels of your merchandise and also the total volume of trade possible. Types of property, car ownership, occupations, standards of dress, prices in local shop windows (all trades) will also give clues.

You and your friends are in a particular age group—say middle-aged. But the population is not of one age group. Many are young. To their adventurous tastes the chemist trying to extend his turnover will be sympathetic, for they will be an important part of tomorrow's public.- Nor will you even wish your shop to be patronised solely by valetudinarians and old-age pensioners.

Old and Young

Public preferences in service will also repay close study. For example, do women prefer a man or woman to serve them with ordinary requirements? What about men? Do younger customers prefer younger assistants?

Your existing customers are your own all-important public, and the nucleus round which your whole future must develop. What do you know of them? A closer study of existing customers might show why a few get some items elsewhere. Linked with the personal touch in handling customers such a study could put you in the way of ensuring that all customers come for everything that's within your range.

How much do you know of your customers? Do you even know their approximate age-groups and how many are women and how many men? For a trial period of a week, you could get some idea by entering strokes on a ruled sheet of paper to show sex and approximate age-groups of customers. If you're too busy, you could consider letting your schoolboy son do it as a vacation task, under your guidance and supervision.

As a first step in reminding yourself that the public is your target, you could ask yourself what "persuaders" bring customers into your shop. You cannot stop selling (or detain customers) while you complete questionnaires. But often customers will tell you. In a notebook, you could enter such scraps of information, and analyse them when they reach, say, 250.

Was it an advertisement? A recommendation? Satisfied with previous purchase? Price level? Something seen in the window? Or (perish the thought!) was it merely that the other chemist shop was too far away?

STANLEY TOWNSEND

ON THE SIDELINES

★ ON LOOKING AFTER THE WORKERS ★

ONE of many points brought out in "A Century of Chemistry" which tells the story of the German chemical manufacturing giant Farbwerke Hoechst, is the attention which, in the mid-nineteenth century and since, the company's management paid to the welfare of its workers. It was early found that, when long hours worked were cut, productivity rose. Although, at that time the fifty-seven hours a week would seem tough by today's standards, they were short compared with most other factories. The "shortest possible" day was apparently further cut by twenty-five minutes as a result of a popular decision to regard time used for "bathing" as worktime. The hygiene-conscious management was no less proud of the works' baths than of the canteen, whose "clinical" cleanliness became a byword at Hoechst. Workers were not allowed, under threat of penalty, to bring food into the factory. Food was provided, and it had to be eaten in a special dining room. An 1867 report (origin unstated), says, "These facilities are excellent and do not give rise to any kind of complaint." However, the canteen was administered by the workers themselves, who paid twenty pfennigs per meal, the company adding ten pfennigs (the cost of a bottle of beer at that time). The soup had to contain 170 gm. of meat per person and the butcher was closely supervised to ensure that there was no "malpractice." Hoechst, like many other chemical companies, was well in the forefront of the trend in many social fields—care of the sick and aged, for example—by providing pension funds, etc., long in advance of any State schemes. Dealing with more recent times the book tells of the struggle during the 1939-45 war to "crack" the secrets of penicillin production.

Have you considered expanding into the lucrative South African pharmaceutical market?

Now we'll make it easy for you. South Africa's economy is booming. So is the pharmaceutical and toiletry market . . . Are you missing out on a great opportunity? We at Alex Lipworth, one of the largest pharmaceutical distributors in South Africa (with branches throughout the country), are interested in assisting you to break into this exciting new market.

Whether your line is in capsule, tablet, liquid or tube form we can manufacture it for you at our plant – one of the most modern and versatile in South Africa. This way you could eliminate any difficulties due to import restrictions.

Alternatively, we can import, distribute and market your finished product for you.

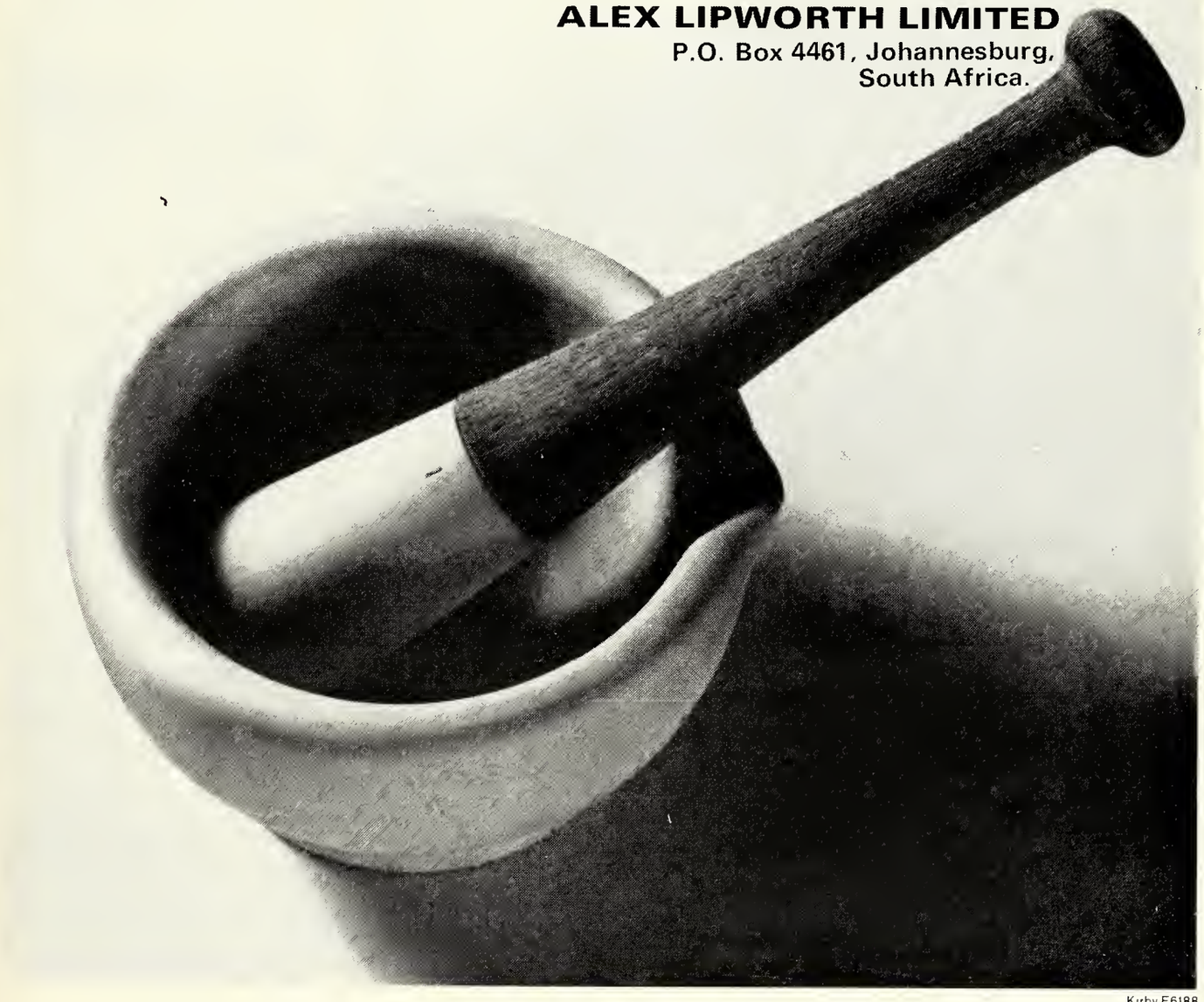
Our quality control laboratories, in which every stage of manufacture is checked, are on our premises—ensuring that the standards you require are maintained at all times. Our sales force consists of some of the most respected and informed men in the field – a combination of technical know-how and aggressive, effective marketing techniques. So why not let us help you to increase and expand your business now? We are interested in negotiating with any reputable pharmaceutical company in the U.K. who is interested in our offer.

All enquiries will be treated in strictest confidence and should be addressed to:

The Managing Director

ALEX LIPWORTH LIMITED

P.O. Box 4461, Johannesburg, South Africa.



Kirby E6188

E

How you buy your Polaroid sunglasses.



A. **B.** **C.**

This year we've tried to make it even easier for you to order our sunglasses.

We've put together three packages, A, B and C.

Each package comes complete with display unit and selected best-selling sunglasses or clip-ons.

Here's what you get:

Package A contains 12 of our most popular models. Complete with a new 6-unit display box.

The retail cost is £16.11.6, and at our suggested selling price you'll make a profit of £8.4.4.

Package B is a little grander. A 20-model rotating display stand is supplied free with 48 Polaroid sunglasses.

The retail cost is £72.18.8, and again at our suggested selling price you'll run up a profit of

Cumulative price changes

AMENDING C & D QUARTERLY PRICE LIST FOR MARCH 1969

HOLD ON TO THIS SUPPLEMENT!

It contains information that will not be repeated

(Note: If you lose a sheet, please apply to the Publisher for a replacement.)

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ITEMS RECEIVED TOO LATE TO GO IN MARCH Q.P.L.

	10 Day (705 Kirby)								
	slimmer treatment	41	9	15	4			6	6
	4711 (1113 S & B)								
	Colognettes								
	No 210	—		—				2	11
	No 9210	—		—				9	9
	Ace (1404 DHA)								
	tooth brushes	—		—				3	0
D	Actifs (819 Mc Y) existing entry								
I	**Actifs** (1521 Pharm Dis)								
	capsules	48	69 0	24	10			10	6
	Algemarine (1169 G5 & 5)								
	foam bath No. 1	12	10	4	8½			2	0
	No. 3	83	0	30	5			28	6
	No. 4	53	0ea	19	5ea			99	9
D	Alopecinin (1482 NP) existing entry								
I	**Alopecinin** (1521 Pharm Dis) †s4B								
	pomade	1oz	17 0ea	6	4½ea			29	10
	tablets	30	17 10ea	6	4½ea			29	10
I	**Alphakil** (1047 Rentolil) †								
	Alphidine (912 O)								
	Pulverettes	100	6 1ea	—				—	
		500	15 5ea	—				—	
		1000	29 7ea	—				—	
	Amour Amour (Patou 386 Douek)								
	Cologne	2oz	16 6ea	9	1ea			34	0
		4oz	25 6ea	14	0½ea			52	6
	eau de toilette	2oz	27 0ea	14	10½ea			55	0
		4oz	43 6ea	23	11ea			90	0
	parfum								
	le compagnon	½oz	31 8ea	17	5ea			65	0
	flacon	¼oz	29 0ea	15	11½ea			60	0
		½oz	48 6ea	26	8ea			100	0
		1oz	83 0ea	45	7¼ea			170	0
D	Anaderm (705 Kirby) existing entry								
I	**Anaderm** (705 Kirby)								
	pile ointment	17	0	6	3			2	9
	A-pek (328 CCC)								
	injection	25cc	17 0ea	—				25	6
		100cc	64 0ea	—				96	0
	Aquasan (1000 Premier)								
	toilet cleanser	35	3	—				3	11
I	**Arlef** (938 PD) †s4B								
D	Aychar (552 H & R) existing entry								
I	**Aychar** (552 H & R)								
	Anobal rectal								
	ointment	36	0	13	3			5	6
	Balderm skin balm	30	0	11	0			4	9
	Buron bunion								
	cream	36	0	13	3			5	6
	Calgest stomach								
	powder	33	0	12	2			5	0
	Perbal chilblain								
	ointment	36	0	13	3			5	6
	Reobal muscular								
	ointment	36	0	13	3			5	6
	Reoderm muscular								
	cream	36	0	13	3			5	6
	Trogest lozenges	27	0	9	11			4	3
D	**Bardase** (938 PD)								
	liquid								
	Beecham's (104 BP)								
	powders	20	6	7	...6½			2	10
		41	0	15	0½			5	8
		57	4	21	0½			7	11
	tablets	20	6	7	6½			2	10
		41	0	15	0½			5	8
	Bellodgia (1071 Robins)								
	Cologne	60	11 6ea	6	4ea			24	1
		120	20 6ea	11	3ea			43	3
	spray	2317	31 0ea	17	0ea			65	0
	eau de toilette	60	20 6ea	11	3ea			43	3

Specify 'Wellcome' brand Insulins

Soluble · Lente · Protamine · Globin · Isophane and 'Nuso' Neutral Insulin

Burroughs Wellcome & Co. (The Wellcome Foundation Ltd.) London

		120	32	2ea	17	8ea	67	4
	perfume	5	20	6ea	11	3ea	43	3
		7	32	2ea	17	8ea	67	4
		15	53	6ea	29	5ea	112	2
		30	80	0ea	44	0ea	168	0
	Betadine (878 Napp)		7	6ea	2	9ea	**12**	**9**
D	Betagen (68 AH)							
	Bislumina (824 MCP)							
	suspension	12oz	106	0	39	0	**16**	**6**
	tablets	50	90	0	33	0	**14**	**0**
		dp 250	32	10ea	12	0ea	**61**	**3**
I	**Bodryl** (938 PD) †s7							
	Calamep (705 Kirby)							
		4oz	22	6	8	3	3	6
	Calazean (312 AC)							
	cream		19	0	6	11½	**2**	**9**
	Caline (Patou (386 Douek))							
	eau de Caline	2oz	23	2ea	12	8¾ea	47	6
		4oz	38	0ea	20	10¾ea	78	0
	vapomiseur	4oz	57	0ea	31	4¼ea	117	6
	parfum	⅛oz	22	0	12	1¾ea	45	0
		¼oz	44	0	24	2¾ea	90	0
		½oz	67	0	36	10¼ea	137	6
		1oz	104	0	57	2½ea	213	0
	atomiser	¼oz	48	10	26	4¾ea	100	0
	refill	¼oz	29	0	15	11½ea	60	0
	Carbrital (938 PD)							
D	elixir							
D	Cardinelli (266 CBP)							
I	**Cardinelli** (226 CBP)							
	Carena (980 Photopia)							
	projector zoom	2266	4ea	1199	6ea	4599	0	
	Cassells (Dr.) (104 BP)							
	tablets		49	7	—		**5**	**4**
	Cephos (104 BP)							
	powders		20	6	7	6½	**2**	**10**
	tablets		20	6	7	6½	**2**	**10**
	Cestra (1073 Robinson)							
	face masks							
	standard		201	7	—		24	0
			(gross)					(doz)
	Cherry Orchard (994 P & M)							
	frame purse							
	nylon	6101	60	0	21	5	9	3
	Lurex	6102	66	0	23	7	9	11
	satin	6103	63	0	22	6	9	9
	Fiesta	6104	63	0	22	6	9	9
	zip purse	6111	32	0	11	7	5	0
	frame bag							
	nylon	6211	132	0	47	2	20	6
	satin	6213	155	0	55	4	24	0
	Dorotl.y	6271	101	0	54	2	16	11
	Dotty	6281	68	0	36	6	11	5
	Fifi	6241	132	0	47	2	20	6
	Gigi	6231	132	0	47	2	20	6
	Judy	6253	148	0	52	11	22	11
	Andrew	6335	52	0	18	7	8	0
	Charles (Paisley)							
		6317	162	0	58	0	25	0
	Charles (Tweedex)							
		6316	148	0	52	11	22	11
	Edward	6345	68	0	24	4	10	6
	tissue cover							
	nylon	6401	50	0	—		6	3
	Cinemax (817 MP5)							
	cine cameras							
	Super 8	C401	591	0ea	313	0ea	199	6
		C501	689	8ea	345	0ea	399	6
		C801	985	4ea	521	6ea	999	6
	projector	8GFR5	591	0ea	313	0ea	199	6
	Codelcortone (837 M5D) T5							
	tablets 1 mgm	100	3	9ea	—		—	
		500	15	9ea	—		—	
	5 mgm	100	12	9ea	—		—	
		500	57	3ea	—		—	
	Colistol (328 CCC)							
	No. 1	20oz	18	8ea	6	10ea	34	10
		80oz	60	0ea	22	0ea	112	0
	Conqueror's (312 AC)†							
	anti smoking							
	tablets		18	39	0	14	3½	**6**	**9**
D	Correna (1544 Corre) existing entry							
	Correna (1544 Corre)							
	sunglasses							
	5G. 305		28	0	—		3	6
	5G. 221		36	0	—		4	6
	5G. 117		47	4	—		5	11
	5.G. 129; 345, 467		55	4	—		6	11
	5G. 128; 296; 306; 394; 470; 480; 485; 488		63	4	—		7	11
	5G. 401; 402; 421		68	0	—		8	6
	5G. 131; 133; 400		84	0	—		10	6
	5G. 517; 518		96	0	—		12	6
	5G. 132; 397, 504; 513		100	0	—		13	6
	5G. 139; 141; 148; 154; 160; 220; 289; 290; 307; 319; 396; 468; 469; 487		108	0	—		15	0
	5G. 403		120	0	—		17	6
	5G. 235; 315; 317; 481		140	0	—		19	6
	5G. 364; 387; 388; 389; 390; 471; 482; 483; 515		156	0	—		21	0
	5G. 166; 392; 473; 474		180	0	—		25	0
	5G. 291; 391; 393; 404; 420; 472; 475; 484; 486; 520; 521		16	8ea	—		27	6
	5G. 10; 288; 363; 385; 476; 477; 478		18	4ea	—		30	0
	5G. 187; 245; 279; 479; 489; 490; 491; 492; 493; 494; 495; 496		20	0ea	—		32	6
	5G. 450; 452; 455		21	8ea	—		35	0
	5G. 361; 451; 466; 497; 498		23	4ea	—		37	6
	5G. 180; 183; 184; 379; 416; 464; 514		25	0ea	—		39	6
	5G. 207; 415; 456		26	4ea	—		42	0
	5G. 417		28	0ea	—		45	0
	5G. 253; 369; 378; 465; 516						49	6
	5G. 267		31	8ea	—		52	6
	5G. 174; 189		33	4ea	—		55	0
	5G. 453; 454; 463; 500; 502; 519		42	0ea	—		67	6
	5G. 182; 377; 457; 458; 460; 499; 501; 503		45	0ea	—		75	0
	5G. 436; 459; 461; 462		50	0ea	—		84	0
	5G. 255; 256; 428; 505; 506; 507; 508; 509: 510; 511; 512		56	0ea	—		90	0
	5G. 380		63	0ea	—		105	0
	5G. 381; 410		75	0ea	—		126	0
	Correna clip		71	4	—		8	11
	Flipclip clipons		96	0	—		12	6
	cases C. 99		36	0	—		4	6
	sunglasses polarised							
	PL. 30		15	0ea	—		25	0
	PL. 15		6	8ea	—		27	6
	PL. 29		26	0ea	—		42	0
	PL. 11		28	0ea	—		45	0
	PL. 2; 4; 10; 12; 26; 27		30	0ea	—		49	6
	PL. 7; 17; 22; 23		31	8ea	—		52	6
	PL. 8		33	4ea	—		55	0
	PL. 1; 9		34	0ea	—		57	6
	PL. 6; 25; 28		35	0ea	—		59	6
	PL. 3; 19; 20		37	0ea	—		63	0
	PL. 24		42	0ea	—		69	6
	PL. 21		45	0ea	—		75	0
	PL. 18		50	0ea	—		84	0
	Cortil (969 Pfizer) T5							
D	intra-articular injection 5 mils							
D	topical ointment greasy 2.5%, 5gm							
D	non greasy 1.0% 5gm							
	Cow and Gate (307 C & G)							
	low calcium	14oz	94	6	—		10	6
	low lactose	14oz	94	6	—		10	6
D	low calcium	12oz	—		—		—	
D	low lactose	12oz	—		—		—	
	Cuemid (837 M5D)	216 gm	80	0ea	—		**120**	**0**
D	**Curequick** (853 Modkem)							
	vapour rub		18	6	6	8	—	
	Dactil (824 MCP)							
	tablets	50	16	8ea	—		**25**	**0**
		500	151	8ea	—		**227**	**6**
	with phenobarbitone †s1s4A	50	17	6ea	6	5ea	**32**	**8**
	Dalivits (705 Kirby)							
	tablets	15	36	3	—		5	0
	Danistol (328 CCC)							
	capsules A (vet.)	25	15	0ea	5	6ea	27	11
		100	53	4ea	19	6ea	99	6
	B	4	10	0ea	3	8ea	18	8
	injection (vet.)	100cc	15	0ea	5	6ea	27	11
		500cc	53	4ea	19	6ea	99	6
	Deltacortone (837 M5D) T5							
	tablets 1 mgm	100	3	9ea	—		—	
		500	15	9ea	—		—	
	5 mgm	100	12	9ea	—		—	
		500	57	3ea	—		—	
	Di-Adreson (917 Organon) T5							
	tablets 1mgm	500	15	9ea	—		**23**	**8**
	5mgm	500	57	3ea	—		**85**	**11**
	Di-Adreson F (917 Organon) T5							
	tablets 1mgm	500	15	9ea	—		**23**	**8**
	5mgm	500	57	3ea	—		**85**	**11**
	Diater (980 Photopia)							
	55 viewer		27	4ea	14	6ea	55	6
	Diawat (980 Photopia)							
	viewer 2×2		6	2ea	3	3ea	12	6
	Dinnefords (104 B)							
	magnesia		25	11	9	6½	**3**	**7**
	Disbactric (1413 P & S)							
			45	0	16	6	7	0½
	Disfex (1413 P & S)							
	skin cleanser	8oz	6	0ea	2	2ea	11	2
		4·5 litre	45	0ea	16	6ea	84	0
	Distalgesic (378 Dista) †s1							
	tablets	100	11	1ea	—		16	8
		500	50	1ea	—		75	2
	Dorothy Gray (385 DG)							
	Young and Lovely							
	compact powder		45	0	25	0	8	0
	blushers		71	0	39	0	12	9
	lipstick		39	0	21	0	6	11
	Dr Sawyers (853 Modkem)							
	pile ointment		22	6	8	0	—	
	Duobac (1413 P & S)		42	0	15	5	6	6
	Duodom (705 Kirby)							
	tablets	40	49	6	18	2	7	6
D	Dutton's (398 GD) existing entry							
I	**Dutton's** (398 GD)							
	antiseptic cream		20	0	—		**2**	**6**
	calamine cream	1oz	17	6	6	5	**2**	**10**
	cherry cough mixture	2½oz	16	0	5	10½	**2**	**7**
	pastilles	2oz	16	0	5	10½	**2**	**7**
	chilblain tablets	50	28	0	—		**3**	**6**
	corn and wart solvent		16	0	5	10½	**2**	**7**
	cough mixture	2oz	16	0	5	10½	**2**	**7**
		4oz	27	0	9	10½	**4**	**5**
	pastilles	2oz	16	0	5	10½	**2**	**7**
	digestive mints	24	20	0	—		**2**	**6**
	halibut oil capsules	100	26	0	—		**3**	**3**
	junior aspirin	50	13	0	4	9½	**2**	**1**
	junior paracetamol tablets	24	14	0	—		**1**	**9**
	nasal spray		26	0	—		**3**	**0**
	menthol and wintergreen cream		22	0	8	0¾	**3**	**7**
	paracetamol tablets	25	14	0	—		**1**	**9**
		50	24	0	—		**3**	**0**
		100	40	0	—		**5**	**0**
	rheumatic cream		23	6	8	7½	**3**	**10**
	sleep tablets	12	19	0	6	11½	**3**	**1**
	toothache tincture	9mils	16	0	5	10½	**2**	**7**
	universal embrocation	4oz	20	6	7	6½	**3**	**4**
	vitamin tonic	6oz	36	0	—		**4**	**6**
	zinc and castor oil cream	60gm	14	0	—		**1**	**9**
		115gm	20	0	—		**2**	**6**
D	Edixa (1565 P. Plus) existing entry							
	Edixa (1565 P. Plus)							
	camera 16		394	0ea	208	6ea	799	6
	case		29	10ea	15	9ea	60	6
	Prismat TTL f2.8		788	2ea	417	3ea	1599	6
	LTL f2.8		1083	10ea	573	9ea	2199	6
	f1.9		1281	0ea	678	0ea	2599	6
D	Edixamat (1565 P. Plus)							
I	**Edixamat** (1565 P. Plus)							
	camera Reflex D							
	body only		788	2ea	417	3ea	1599	6
	with Xenar f2.8		1379	6ea	730	3ea	2799	6
	Xenon f1.9		1576	8ea	834	6ea	3199	6
	Eric Douglas (426 EDC)							
	'Original' range eyelashes real hair							
	Caress		114	0	62	8	20	0
	Provocative		132	0	72	7	23	1
	eyelashes fur							
	Debut, Celebrity, Cabaret		114	0	62	8	20	0
	Drama		132	0	72	7	23	1
	fingernails		84	0	46	2	14	10
	adhesive		20	0	11	0	3	7
	Furlfix		18	0	9	11	3	1
	'New' card range eyelashes							
	real hair		74	0	40	8	13	1
	fur		74	0	40	8	13	1
	adhesive		18	0	9	11	3	7
	fingernails		68	0	37	5	11	9
	adhesive		20	0	11	0	3	7
	Felica (980 Photopia)							
	camera		29	4ea	15	6ea	59	6
	case		14	4ea	7	6ea	29	0
	Felilux (980 Photopia)							
	viewer		88	4ea	46	9ea	179	3
	Femerital (824 MCP)							
	tablets	50	100	0	37	0	**15**	**7**
	Finifume (705 Kirby)							
	anti-smoking tablets		30	36	3	13	3½	5	7
	Fleurs de Rochaille (1071 Robins)							
	Cologne	60	11	6ea	6	4ea	24	1
		120	20	6ea	11	3ea	43	3
	spray	2917	31	0ea	17	0ea	65	0
	eau de toilette	60	20	6ea	11	3ea	43	3
		120	32	2ea	17	8ea	67	4
	spray	2910	46	0ea	25	3ea	96	10
	refill	2911	25	0ea	13	9ea	52	6
	perfume	5	20	6ea	11	3ea	43	3
		7	32	2ea	17	8ea	67	4
		15	53	6ea	29	5ea	112	2
		30	80	0ea	44	0ea	168	0
	spray	2931	35	3ea	19	5ea	74	3
	refill	2934	26	6ea	14	7ea	55	4
	Fynnon (104 BP)							
	salts		28	4	10	5	**3**	**11**
D	Gamgee (1073 Robinson) existing entry							
I	**Gamgee** (1073 Robinson)							
	tissue B.P.C.	2oz	14	6	—		1	7½
		4oz	25	7½	—		2	10
		8oz	45	9	—		5	1
		16oz	89	6	—		9	11
	Gastrovite (824 MCP)							
	tablets	50	50	0	—		**6**	**3**
		250	16	8ea	—		**25**	**0**
	Gladys Cooper (1545 Vestric)							
	soap toilet		9	8	3	7	1	6½
	bath		15	3	5	7	2	1
	Guerlain (548 Guerlain)							
	transfluid	28cc	—		—		33	0

Gumtex (1413 P & 5)
20 0 7 4 3 2
Hall's (1511 IW)
wine ½bott 102 3 — 10 6
bott 192 0 — 20 0
large 242 3 — 25 0
D Hexital (922 Ortho) tablets
Histasal (705 Kirby)
cream 40gm 26 6 9 8½ 4 1
Hydrocortone (837 M5D) T5
cream non greasy
0.5% 15gm 3 0ea — —
1.0% 5gm 2 5ea — —
15gm 4 3ea — —
2.5% 15gm 8 6ea — —
ointment greasy
0.5% 15gm 3 0ea — —
1.0% 5gm 2 5ea — —
15gm 4 3ea — —
2.5% 15gm 8 6ea — —
lotion
0.5% 20mils 3 6ea — —
1.0% 20mils 5 0ea — —
Intrim (1568 Trentham)
I (distributors 994 P & M)
Iron Jelliods (104 BP)
tablets 49 7 — 5 4
83 8 — 9 0
Jackel (1412 Jackel)
combs aluminium
pocket 26 6 9 9 4 3
medium 31 0 11 5 4 11
dressing 31 0 11 5 4 11
tail 33 8 12 4 5 3
Jean Patou (386 Douek)
brozne de chaldee 20 0ea 11 0ea 41 0
huile de chaldee 15 6ea 8 6¼ea 32 0
Joy (Patou 386 Douek)
coffret 140 0ea 77 0ea 287 0
dusting powder 68 0ea 37 4¾ea 120 0
eau de Joy 1oz 51 9ea 28 5¼ea 106 0
1½oz 73 0ea 40 1¾ea 150 0
3oz 127 0ea 69 10¼ea 260 0
6oz 236 6ea 129 9¼ea 485 0
vapomiseur 1½oz 87 6ea 48 1½ea 180 0
parfum
le compagnon ¼oz 78 0ea 42 10¾ea 160 0
flaconcette ¼oz 92 0ea 50 7¼ea 189 0
vapomiseur ¼oz 97 6ea 53 7½ea 200 0
flacon ½oz 166 0ea 91 3½ea 340 0
1oz 248 0ea 136 4¾ 510 0
1¾oz 456 0ea 244 9ea 935 0
2¾oz 746 0ea 410 3½ea 1530 0
soap (3) 65 0ea 23 10ea 120 0
Kakonet (667 JCL)
I flashgun B-type 88 6ea 46 9ea 179 6
Kara-B (705 Kirby)
tablets 50 38 6 14 1½ 6 0
Karodor (328 CCC)
powder (vet.) 8oz 11 8ea 4 4ea 21 10
Kelferon (824 MCP)
tablets 100 38 0 — 4 9
1000 24 0ea — 36 0
5000 106 0ea — 159 0
Kelfolate (824 MCP)
tablets 100 68 0 — 8 6
1000 41 0ea — 61 6
D 5000 — — —
Kemo (853 Modkem)
cream 2oz 36 0 12 11 —
Kemoform (853 Modkem)
balsam of aniseed
3oz 11 9 4 3 —
6oz 21 6 7 8 —
chest and lung
mixture adult 3oz 13 6 4 8 —
6oz 21 6 7 8 —
childrens 3oz 13 6 4 8 —
6oz 21 6 7 8 —
D Kobena (667 JCL) existing entry
I **Kobena** (667 JCL)
cameras
5uper 8 model 121 295 6ea 156 3ea 599 6
321 492 6ea 260 9ea 999 6
Kopertox (328 CCC)
lotion (vet.) 8oz 10 0ea 3 8ea 18 8
12oz 13 8ea 5 0ea 25 6
1gall 60 0ea 22 0ea 112 0
D Leucodinin (1482 NP) existing entry
I **Leucodinin** (1521 Pharm Dis)
ointment 1oz 17 10ea 6 4½ea 29 10
Limmits (1552 UL)
hot meals 14 3 — 1 7
Louis Phillippe (386 Douek)
beauty cream No.
2 or 3 82 0 45 1 16 0
compact powder 82 0 54 1 16 0
refill 60 0 33 0 11 6
creme riche No. 1 156 0 85 9 29 6
fond de teint mat
fluide 72 0 39 7 13 9
traitant 92 0 50 7 17 6
lait de toilette 92 0 50 7 17 6
lipstick 64 0 35 2 12 3
lotion faciale aux herbes 92 0 50 7 17 6
Mastol (328 CCC)
drench (vet.) 12oz 7 4ea 2 8ea 13 8
80oz 34 8ea 12 9ea 64 9
Matmed (853 Modkem)
baby cream ¾oz 11 9 4 3 —
1¾oz 21 0 7 6 —
chilblain cream 1oz 14 0 5 0 —
embrocation 4oz 22 6 8 0 —
D Meladinine (1482 NP) existing entry
Meladinine (1521 Pharm Dis)†s4B
paint 25mils 17 10ea 6 4½ea 29 10
tablets 30 17 10ea 6 4½ea 29 10
Melolin XA (115 5 & N)
dressings
2in×2in wrapped
100 16 9ea — 25 2
4in×4in wrapped
100 38 0ea — 57 0
Metamucil (1121 5earle)
powder 4oz 60 0 22 0 9 4
16oz 13 4ea 5 0ea 25 0
Methotrexate (746 Lederle)
tablets 2·5mgm 100 64 6ea — 96 9
Methotrexate parenteral (746 Lederle)
ampoules vial
5mgm 12 10ea — 19 3
50mgm 37 0ea — 55 6
Mimospray (1413 P & 5)
aerosol 46 4 25 6 7 11
travel pack 28 9 15 10 4 11
deodorant body
powder 21 11 12 1 3 9
Minette (667 JCL)
exposure meter IX 45 8ea 24 3ea 92 9
photolight F2 78 2ea 41 3ea 158 6
4L 107 4ea 56 9ea 217 9
projector Eva-
vision 151 2ea 80 0ea 306 9
automatic 194 10ea 103 0ea 395 3
slide viewer VIII 53 0ea 28 0ea 107 6
Minpek (328 CCC)
I food supplement
(vet.) 1cwt. 43 4ea — 65 0
D 1¼cwt. — — —
Miranda (817 MP5)
camera F 985 4ea 521 6ea 1919 6
case 68 8ea 36 6ea 139 6
FVT 1044 6ea 552 9ea 2119 6
case 68 8ea 36 6ea 139 6
5ensomat f1.8 1143 0ea 605 0ea 2319 6
f1.4 1379 6ea 730 3ea 2799 6
5ensorex f1.9 1340 3ea 709 3ea 2719 6
f1.4 1576 8ea 834 6ea 2199 6
Mistol (1524 Chembro)
drops plain 17 3½ 5 10½ 2 9
with ephedrine 17 3½ 5 10½ 2 9
Moment Supreme (Patou 386 Douek)
Cologne 2oz 18 6ea 10 2ea 38 0
4oz 28 2ea 15 5¾ea 57 6
eau de toilette 2oz 27 0ea 14 10¼ 55 0
4oz 43 6ea 23 11ea 90 0
perfume
le compagnon ¼oz 31 8ea 17 5ea 65 0
flacon ¼oz 29 0ea 15 11½ea 60 0
½oz 48 6ea 26 8ea 100 0
1oz 83 0ea 45 7¾ea 170 0
2oz 141 0ea 77 6½ea 290 0
Monekil (328 CCC) †s1
tablets (vet.) 100 38 8ea 14 2ea 72 2
Monsieur Net (Patou 306 Douek)
after shave cream 13 0ea 7 1¾ea 27 0
25 6ea 14 0½ea 52 6
lotion 2oz 14 6ea 7 11¾ea 30 0
4oz 23 0ea 12 7¾ea 47 6
Cologne 2oz 16 6ea 9 1ea 34 0
4oz 28 6ea 15 8ea 58 6
vapomiseur 4¾oz 53 6ea 29 5ea 110 0
Morgan's (861 MPC)
hair darkening
cream tube 40 0 22 0 7 6
D jar — — —
Morphy-Richards (863 MR)
electric underblankets
Bedtime bliss
single — — 105 3
double — — 142 2
Twilight Bliss
single — — 126 4
double — — 163 4
Moonlight Bliss
single — — 136 10
double — — 189 10
Midnight Bliss
single — — 158 0
double — — 210 11
dual — — 232 1
electric overblankets
Luxury Bliss
single — — 274 3
double LBD — — 316 6
LBDX — — 358 10
hair dryer — — 95 8
ensemble — — 151 9
stand — — 12 10
hair dryer Caresse — — 124 3
ensemble — — 151 9
hair salon pack — — 61 6
hair vanity — — 210 11
vanity case
hairdryer — — 288 1
Dateline heated hair
rollers — — 234 2
Musterole (1524 Chembro)
80 2 26 7 3 10
Nappy Change (1413 P & 5)
aerosol foam 34 7 19 0 5 11
N. H & S. (853 Modkem)
balm 1oz 22 6 8 0 —
2oz 36 0 12 11 —
4oz 63 0 22 5 —
1lb 15 6ea 5 6ea —
D Nopaine (819 McY)
I **No Paine** (1521 Pharm Dis)
medicated spray
bandage 4oz 39 0 — 4 11
6oz 59 0 — 7 6
I Nordina (980 Photopia)
camera 23C 137 8ea 73 0ea 279 6
case 29 4ea 15 6ea 59 6
D Pal (696 JCL) existing entry
I **Pal** (667 JCL)
camera junior 127 10ea 67 9ea 259 6
case 45 0ea 23 9ea 91 3
cubeflash 29 4 a 15 6ea 59 6
flashgun
Bounce 27 10ea 14 9ea 56 6
Universal 44 6ea 23 6ea 92 3
projector in case 108 0ea 57 3ea 219 3
viewers 25 2ea 13 3ea 51 0
6×6 40 6ea 21 6ea 82 3
compact 16 6ea 8 9ea 33 6
pocket 19 6ea 10 3ea 39 6
Paterson (673 J of H)
I printing outfit — — 80 10
Perihemin (746 Lederle)
D capsules 1000
Phensic (104 BP)
tablets 20 6 7 6½ 2 10
38 7 14 2 5 4
Phosferine (104 BP)
liquid 19 11 7 4 2 9
41 8 15 3½ 5 9
tablets 19 11 7 4 2 9
41 8 15 3½ 5 9
Phosferine (1082 RKO)
tonic wine ½bott. 133 6 — 8 4
(2 doz.)
bott. 126 9 — 15 10
Photopia (980 Photopia)
binoculars 12×50 195 2ea 8 3ea 301 0
8×40 w/a 242 4ea 16 0ea 379 6
cine cameras
5uper 8 (51) 275 8ea 146 0ea 559 6
(Z1) 364 6ea 192 9ea 739 6
exposure meters
Accurette 23 8ea 12 9ea 48 3
Cd5 II 53 6ea 28 3ea 108 6
range finder 40 2ea 21 3ea 81 6
case 5 4ea 2 9ea 10 9
Phyllosan (104 BP)
tablets 41 10 — 4 6
66 8 — 7 2
132 6 — 14 3
Pinoletta (1030 Ravika)
bubble bath 1lb 66 0 24 0 11 3
D Plus (1565 P. Plus) existing entry
I **Plus** (1565 P. Plus)
binoculars with case
7×50 176 6ea 8 3ea 273 0
8×40 161 10ea 8 3ea 251 0
10×50 175 4ea 8 3ea 271 3
12×50 183 8ea 8 3ea 283 9
16×50 191 2ea 8 3ea 295 0
20×50 196 10ea 8 3ea 303 6
7-12×40 zoom 358 10ea 16 0ea 554 3
cameras cine
Plusmatic 5uper 8 275 8ea 146 0ea 559 6
zoom 364 6ea 192 9ea 739 6
case 31 6ea 16 9ea 64 0
flashguns
5unblitz 1000 98 4ea 52 0ea 199 6
2000 118 0ea 62 6ea 239 6
projectors
Jector 103 6ea 54 9ea 210 0
Plusmatic 5uper 8 265 10ea 140 9ea 539 6
Ria semi-
automatic 422 2ea 223 6ea 856 9
case 47 2ea 25 0ea 95 9
Propa P.H. (1545 Vestric)
lotion 52 6 19 3 7 11
Pynefume (853 Modkem)
inhalant 18 6 5 10 —
Quellada (1178 Strafford)
shampoo 55 mils 26 10 9 10 4 1
Regula (930 Photopia)
cameras
Diplomat C 73 8ea 39 0ea 149 6
kit 88 6ea 46 9ea 179 6
Olymatic IA 315 2ea 166 9ea 639 6
5printic C 216 6ea 114 9ea 439 6
kit 254 8ea 135 0ea 517 0
5printy C 108 2ea 57 3ea 219 6
kit 163 0ea 86 3ea 330 9
5printy BC 177 2ea 93 9ea 359 6
kit 232 0ea 122 9ea 470 9
case 38 2ea 20 3ea 77 6
flashguns
MK 16 8ea 8 9ea 33 9
F5 variant 211 10ea 112 3ea 430 0
FR variant 162 8ea 86 0ea 330 0
FM variant 162 8ea 86 0ea 330 0
Salter (1095 Salter)
beam scale — — 65 11
cradle unit — — 23 11
D 5anatogen (1332 Whiteways) existing entry
Sanatogen (1332 Whiteways)
tonic wine ½bott. 60 11 — 6 7
bott. 113 7 — 12 1
with iron bott. 124 9 — 13 4
Sanoid (339 CG)
crepe bandage 2in 22 4 — 2 8
2½in 26 11 — 3 2
3in 32 2 — 3 9

	3½in	36	9	—		4	2
	4in	42	0	—		4	9
	5in	52	6	—		5	11
	6in	62	4	—		6	11
Schiaparelli (386 Douek)							
"5" eau de toilette							
	2oz	22	0ea	12	1¼ea	47	6
	4oz	37	0ea	20	4¼ea	80	0
perfume	⅛oz	10	0ea	5	6ea	21	6
	¼oz	19	6ea	10	8¾ea	42	0
	½oz	35	0ea	19	6¼ea	75	0
	½oz	60	0ea	33	0ea	130	0
	1oz	84	0ea	46	2½ea	180	0
aumoniere	½oz	32	6ea	17	10½ea	70	0
aeroscent	½oz	43	0ea	23	7¾ea	92	6
refill	½oz	32	6ea	17	10½ea	70	0
parfum de toilette							
atomiser	4oz	53	6ea	29	5ea	115	0
refill	4oz	40	0ea	22	0ea	86	0
5hocking bath							
essence	(1)	8	0ea	4	4¾ea	17	0
	(5)	40	0ea	22	0ea	86	0
Cologne	2oz	16	6ea	9	1ea	35	6
	4oz	30	0ea	16	6ea	65	0
	8oz	65	0ea	35	9ea	140	0
parfum de toilette							
atomiser	4oz	49	0ea	26	11½ea	105	0
refill	4oz	35	0ea	19	3ea	75	0
perfume plain							
model	⅛oz	9	0ea	4	11½ea	19	6
	½oz	17	0ea	9	4¼ea	36	6
	½oz	58	6ea	32	2ea	126	0
	1oz	88	0ea	48	4¾ea	189	0
	2oz	140	0ea	77	0ea	300	0
	4oz	237	0ea	130	4¼ea	510	0
model livre	½oz	32	6ea	17	10½ea	70	0
rhodo bust	½oz	19	6ea	10	8¾ea	42	0
aeroscent	½oz	40	0ea	22	0ea	86	0
refill	½oz	26	8ea	14	8ea	57	0
atomiser	⅝oz	30	0ea	16	6ea	65	0
aumoniere	½oz	29	3ea	16	1¼ea	63	0
soap bath		5	0ea	1	10ea	9	9
talcum		7	0ea	3	10½ea	15	0
5nuff after shave							
	2oz	20	0ea	11	0ea	43	0
	4oz	30	0ea	16	6ea	65	0
Cologne	2oz	22	0ea	12	1¼ea	47	6
	4oz	35	0ea	19	3ea	75	0
Sport Cologne	4oz	23	6ea	12	11ea	50	0
	8oz	39	0ea	21	5½ea	84	0
	16oz	68	0ea	37	5½ea	147	0
Sea Jade (1355 Yardley)							
hand cream		39	0	21	5	6	8
Serenace (1121 5earle)							
capsules 0.5 mgm							
	50	11	6ea	—		17	3
	250	53	0ea	—		79	6
	1000	199	0ea	—		298	6
Simpkin's (1141 5impkin)							
glucose barley sugar varieties							
I winter warmers ½ lb. tins		2	8	7			4
I blackcurrant drops, JuiCees		25	6	5	7	3	3
orange JuiCees drops		25	6	5	7	3	3
medicated pastilles							
I extra strong cough		15	8	5	9	2	6
D blackcurrant drops with vit. C		—		—		—	
D sugarless pastilles blackcurrant		—		—		—	
D Bronco pine catarrh		—		—		—	
Singha, Dr. (1144 D5)†							
asthma tablets	9	13	0	4	9½	1	9
	36	43	0	15	9	6	4
	90	102	0	37	4½	15	1
Slim Disks (1568 Trentham) (distributors 994 P & M)							
D 5olabra (167 Braun) existing entry							
I **Solabra** (167 Braun)							
sunglasses							
ladies							
244		23	4	—		2	11
123; 610		28	0	—		3	6
191		31	4	—		3	11
194		36	0	—		4	6
224, 567		40	0	—		5	0
642; 747; 1747		44	0	—		5	6
2310M; 2422M		46	0	—		5	9
2747;3102/3M		55	4	—		6	11
850		60	0	—		7	6
852		63	4	—		7	11
287/A		71	4	—		8	11
283; 788		84	0	—		10	6
280; 841; 816		100	0	—		12	6
760; 815		124	0	—		15	6
824		140	0	—		17	6
men's							
546		23	4	—		2	11
569		28	0	—		3	6
204; 205		31	4	—		3	11
650		36	0	—		4	6
264; 606		40	0	—		5	0
2339M; 2423M		46	0	—		5	9
2424		55	4	—		6	11
558; 851; 1780		60	0	—		7	6
787		63	4	—		7	11
162; 1780M		71	4	—		8	11
538; 549; 2094; 7801/H/M		84	0	—		10	6
77; 830		140	0	—		17	6
258		148	0	—		18	6
289		220	0	—		27	6
119		252	0	—		31	6
ladies/men's							
300M		50	0	—		6	3
256		55	4	—		6	11
288		84	0	—		10	6
273; 836; 2395		100	0	—		12	6
252/0		124	0	—		15	6
children's							
671/2		8	0	—		1	0
1477		12	0	—		1	6
113/4		14	0	—		1	9
661		20	0	—		2	6
teenager's 664		22	0	—		2	9
clip-ons							
272/555		31	4	—		3	11
137; 138; 139; 140		36	0	—		4	6
237; 238; 239: 240		46	0	—		5	9
438; 439; 440		68	0	—		8	6
370/P; 380/P; 390/P; 400/P		148	0	—		18	6
sunglasses polarised							
ladies'							
826/2/P		220	0	—		27	6
men's							
102/P; 106/P; 785/P		196	0	—		24	6
826/2/P; 209/P; 2368/P; 2015/P		220	0	—		27	6
1808/5/P		240	0	—		30	0
1777/P; 1808/P; 1164/P; 1258/P		252	0	—		31	6
ladies/men's							
2700/P		168	0	—		21	0
106/P; 785/P		196	0	—		24	6
856/P; 2375/P		252	0	—		31	6
night driving glasses							
256/L		55	4	—		6	11
438L/440L		68	0	—		8	6
162/L		71	4	—		8	11
288/L		84	0	—		10	6
Soligor (817 MP5)							
exposure meters							
UF		55	2ea	29	3ea	112	0
5elector		66	6ea	35	3ea	135	0
5ensor		77	10ea	41	3ea	158	0
flashguns							
cubematic		18	8ea	10	0ea	38	0
5ensor		127	10ea	67	9ea	259	6
flashcube adaptor		5	10ea	3	1ea	11	10
projector 5uper 8		591	0ea	313	0ea	1199	6
Solray (667 JCL)							
flashgun electronic		118	0ea	62	6ea	239	6
Sugrosa (1533 5iddonia)							
sweetener tablets							
	100	74	3 (3 doz)	—		2	9
	500	64	1 (pack of 9)	—		9	6
Sure (509 Gibbs)							
deodorant roll-on with anti-perspirant		33	2	18	3	5	3
Surgaseptic (853 Modkem)							
germicide	2oz	14	6	5	3	—	
	8oz	28	6	10	2	—	
mouthwash tablets							
	6	39	6 (gross)	13	9 (gross)	—	
	36	15	0	5	5	—	
	80	22	6	8	0	—	
ointment	1oz	15	0	5	5	—	
	2oz	27	0	9	9	—	
	4oz	49	6	17	8	—	
suppositories		27	0	9	7	—	
throat tablets	36	14	6	5	3	—	
	80	25	0	8	11	—	
Suthers (1545 Vestric)							
composition essence	16	4		5	11¾	2	7½
	35	4		12	11½	5	6
Syntone (853 Modkem)							
hair pomade		25	0	8	11	—	
Terra-Cortril (969 Pfizer)TS							
D eye/ear suspension							
I ear suspension							
5mils		7	3ea	—		10	10½
D Tokalon (1240 Tokalon) existing entry							
I **Tokalon** (1240 Tokalon)							
cleansing cream jar		10	9	5	11	1	11
facepowder		19	6	10	9	3	5
rose skinfood small		14	6	8	0	2	7
jar 25gm		26	0	14	4	4	4
43gm		31	0	17	1	5	8
95gm		52	0	28	7	10	6
vanishing cream							
small		10	0	5	6	1	9
jar 30gm		25	0	13	9	4	2
48gm		30	0	16	6	5	6
100gm		50	0	27	6	10	0
Toprose (1400 PBI)*							
disease spray, foliar feed, pest spray							
sachets		14	0	—		1	9
Tosca (1113 5 & B)							
perfume small		—		—		9	9
medium		—		—		18	0
spray flacon		—		—		25	9
Tribactric (1413 P & 5)							
antibiotic puffer							
pack 15gm		45	0	16	6	7	0½
50gm		114	0	41	10	17	9
Tussoids (853 Modkem)							
		10	0	3	7	—	
Udenum (853 Modkem)							
gastric vitamin powder	4oz	28	6	10	2	—	
U.F.I. (1413 P & 5)							
powder 5gm		96	0	35	0	14	11
10gm		144	0	53	0	22	5
Ufide (1413 (P & S)							
puffer pack 15gm		45	0	16	6	7	0½
Unomat (667 JCL)							
flash unit	1000	147	4ea	78	0ea	299	0
	2000	186	8ea	99	0ea	379	0
	3000	137	6ea	72	9ea	279	0
	4000	216	4ea	114	6ea	439	0
	5000	245	10ea	130	3ea	499	0
	6000	295	2ea	156	3ea	599	0
	7000	334	8ea	177	0ea	679	0
	1000P	509	6ea	269	9ea	1034	0
Vanispot (312 AC)							
facial cream		20	6	7	6¼	3	6
Videnal (853 Modkem)							
tablets	40	66	0	23	7	—	
	120	160	0	57	2	—	
Wata (980 Photopia)							
cube flash II		22	4ea	11	9ea	45	3
D Watalux (980 Photopia) existing entry							
I **Watalux** (980 Photopia)							
flashguns							
Combi and case		16	4ea	8	6ea	33	0
X2 and case		37	0ea	19	6ea	75	0
Watameter (980 Photopia)							
rangefinder I		43	10ea	23	3ea	89	0
II		51	4ea	27	3ea	104	3
super		55	2ea	29	3ea	112	0
case		6	0ea	3	3ea	12	3
Wella (1318 Wella)							
spray for greasy hair		59	0	32	6	9	9
Wellderm (1154 5NP) †s4B							
elixir 500mils		12	0ea	—		18	0
D 568mils		—		—		—	
Western (853 Modkem)							
tobacco treatment		30	0	10	9	—	
Zim (312 AC)							
dental balm		19	0	6	11½	3	0
pastilles		17	0	6	2¾	2	9
Zom (312 AC)†							
tablets	25	14	6	5	3¾	2	9

AMENDMENTS AND ADDITIONS TO KEY TO SUPPLIERS

1521 Pharm Dis=**Pharmaceutical Distributors,** 10 West Bar Green, 5heffield, 51 2 DA. 0742-29238.

1533 5iddonia=**Siddonia Ltd.,** Crown House, London Road, Morden, 5urrey 01-542 6111

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THIS WEEK'S CHANGES

Prices are given in the sequence Trade Price per Doz.; Purchase Tax per Doz.; Retail Price. Bold upright figures (**2 9**) in the retail price column indicate that the price is subject to resale price maintenance; italic figures (*2 9*) that it is recommended by the manufacturers; and light upright figures (2 9) that it is "notional" as a guide to the retailer in determining his own retail price.

Adaptoplast (339 CG)
C strip ¾in×5yd M267 120 9 — *14 7*

Aladdin (24 ALAD)
vacuum flasks
I Continental 23oz — — *12 8*
refill 23oz — — *7 0*
I food flask 16oz — — *14 4*
32oz — — *18 3*
I jug 32oz — — *30 3*
D wide mouth
D pitcher

Aluphos (1530 Fisons)
• 170mils 23 0 — **2 9**
• 2·25 litres 240 0 — —

Ambray (617 Holloway)
C mascara brush-on 34 6 18 6 *5 11*
D Anugesic (1310 WW) entire entry.

Aquamox (746 Lederle)
D tablets 50mgm 25

Aquamox-R (746 Lederle)
D tablets 50mgm 25

R **Ardinex** (147 Boots) †s4B
capsules 100 16 0ea 5 10ea **29 10**
500 76 8ea 28 1ea **43 1**

Arsenicol (295 CM & R)
2 gall 37 6ea 13 5ea *63 5*
D Benazma (113 Bencard) all sizes.

Bufferin (172 BMCL)
D tablets 12

Caperns (1172 5pillers)
A canary mixture
handy 33 9 (3 doz) — *1 3*
large 21 0 — *2 4*
A finch and mule mixture handy 33 9 (3 doz) — *1 3*
millet sprays 31 6 (3 doz) — *1 2*

I **Cold Discs** (312 AC)
12 21 6 7 10 *3 0*
D Combestrol (208 BW) existing entry.

I **Combestrol** (295 CM & R) †s4B
tablets (vet) 100 6 4ea 2 4ea **11 10**
1000 53 4ea 19 7ea **99 7**

Coopers (295 CM & R)
veterinary
fluke and worm
drench 100 dose 9 9ea 3 6ea *16 6*
450 dose 23 9ea 8 6ea *40 2*
900 dose 41 3ea 14 9ea *69 9*
4,500 dose 127 6ea 45 7ea *215 7*
marking pencils 18 0 6 5 *33 5* (doz)

Cortril (969 Pfizer) TS
topical ointment greasy
D 2·5% 5gm
D non-greasy 0·5% 5gm
D 1% 5gm

A **Cussons** (338 Cussons)
Apple Blossom
talcum 4728 23 7 12 7¾ 4 1
Fascination talcum
4729 23 7 12 7¾ 4 1
Imperial Leather
after shave 2oz 20 1 10 9¼ 3 6
4oz 35 11 19 3¼ 6 3
brilliantine liquid
2oz 20 1 10 9¼ 3 6
4oz 30 0 16 1 5 3
solid 14 9 7 11 2 7
Cologne 28 7 15 4 5 0
hair cream 20 1 10 9¼ 3 6
pre-shave 28 7 15 4 5 0
shave cream lather
5080 25 4 9 0¾ 3 9
shaving bowl 2216 45 5 16 2¾ 6 9
refill 2206 25 6 9 1½ 3 9
shaving stick 2224 19 11 7 1½ 3 0
refill 2225 12 1 4 3¾ 1 10
talcum powder
4727 23 0 12 4 4 0
4506 45 9 24 6½ 8 0
shower
4443 31 11 17 1½ 5 6
Jaqui talcum 4731 25 0 13 5 4 4
Reflections talcum
4741 25 0 13 5 4 4
Wild Ginger
talcum 4730 25 0 13 5 4 4

R **Decortisyl** (1087 Roussel) T5
tablets 1mgm 100 3 9ea — —
5mgm 100 12 9ea — —
500 57 3ea — —
1000 114 6ea — —

Diajel (882 NP)
C sugarless jelly 17 6 — *1 10*

Dimyril (1530 Fisons) †
• linctus 150mils 56 0 — **7 0**
D 2oz size — — —

Diovol (1441 Wallace)
• forte tablets dp 100 23 4ea — —

Distaquaine V-K (378 Dista) TS
• suspension 125mgm/5mils 100mils 7 0 — *10 6*

Dorot (1572 Dorot)
medicated soap
2½oz 15 0 5 6 *2 3*
skin lightening cream 2oz 45 0 24 9 *7 6*

Enterfram (1530 Fisons) T5
• 150mils 165 0 — **20 8**

Extra-Tail (680 Kalium)
• liquid ½gall 29 4ea — 44 0
1gall 54 8ea — *82 0*

Femfresh (47 Anestan)
• gold deodorant powder 28 11 16 10 *4 11*
D Gacovin (1086 Rouse)

Genisol (1530 Fisons)
• 58mils 23 0 8 5¼ **3 9**
• 250mils 81 0 29 8¾ **12 7**
• dp 600mils 162 0 59 4¾ **25 3**

A = Price Advanced
R = Price Reduced
• = New entry
D = Delete
C = Correction
I = Insert

Gravol (1441 Wallace) †
• ampoules 5mils 3 165 0 — *20 8*

Hydrocortisyl (1087 Roussel) TS
R cream/ointment
½% 15gm 3 0ea — —
1% 15gm 4 3ea — —
2½% 15gm 8 6ea — —
R lotion ⅓% 20mils 3 6ea — —
1% 20mils 5 0ea — —

Inco (1073 Robinson)
garments size 1 8 0ea 1 0ea *11 9*
size 2 8 4ea 1 2ea *12 3*
size 3 8 9ea 1 3ea *12 11*
size 4 9 0ea 1 4ea *13 4*
size 5 9 4ea 1 5ea *13 10*

Inderal (649 ICI)
C ampoules 1mil 10 14 6ea — **21 9**

Johnsons (672 Johnson)
• baby bath pack 46 8 22 4 *7 5*

Lancome (726 Lancome)
• Maqui-Finish
powder — — 42 6
puff — — 4 0
compact standard — — *24 9*
deluxe — — *32 6*
refill — — *13 6*
D Lofenalac (1545 Vestric)
I **Lofenalac** (171 BLL)

Maws (810 Maw)
C gauze not sterilised rolls 25yd 125·06 14 7ea — *21 10*
C multiple pack dressings No. 1 148·00 35 6 — *4 5*
I sterilised dressing pack 148·02 17 7 — *2 2*

N.C.A. (295 CM & R) †s1
worm brench 10oz 172 6 61 8 *24 4*
40oz 51 0ea 18 3ea *86 3*
D Nutramigen (1545 Vestric)
I **Nutramigen** (171 BLL)

Outdoor Girl (876 MP)
eyelashes-Underlash 66 10 36 9 *11 6*

Paracodol (1530 Fisons) †DDI
R paediatric tablets 100 6 7ea — —

Penidural (1352 Wyeth)
D oral suspension 60 mils

R **Pepsodent** (509 Gibbs)
toothpaste
standard 11 10 4 4 *1 8*
large 18 2 6 8 *2 7*
economy 28 3 10 4½ *4 0*

Periactin (837 MSD) †s7
• syrup 100mils 3 8ea — **5 6**
D 4oz and 16oz — — —
D Phenidex (113 Bencard)

A **Placentubex** (580 DH & Co)
19 0ea 10 5½ea *39 0*
I foam mask 30 0ea 16 6ea *61 6*
A **Placentubex C** (580 DH & Co)
19 0ea 16 6ea *39 0*

R **Precortisyl** (1087 Roussel) T5
tablets 1mgm 100 3 9ea — —
5mgm 100 12 9ea — —
500 57 3ea — —
1000 114 6ea — —

Psorox (1530 Fisons) †
• lotion 200mils 89 0 32 7½ 13 10

Rennie (894 Nicholas)
D pack of 150

Right Guard (514 Gillette)
• anti-perspirant
120gm 49 2 27 0½ *7 11*
175gm 61 8 33 11 *9 11*

Ronson (1079 Ronson)
hairdryers
• Rio single voltage RI-6, RI-7 68 5ea 25 1ea *119 6*

Rynabond (1530 Fisons) †
• syrup 150mils 83 0 30 5¼ **12 11**

Sanoid (339 CG)
C cotton wool B.P.C.
1 lb. 6 4ea — *8 5*

A **Sevilan** (580 DH & Co.)
acne cream 20gm 59 0 21 7½ *9 3*
40gm 124 0 45 5½ *19 3*
cream 105 0 57 9 *18 0*
face lotion 102 0 56 1 *17 6*
face milk 102 0 56 1 *17 6*
matt cream 132 0 72 7 *22 6*
soap 56 0 20 6½ *8 6*
R **Skil** (104 BP) 29 4 16 2 *4 6*
47 3 26 0 *7 3*

Spillers (1172 5pillers)
A Top Dog handy 38 3 (4 doz.) — *1 0*
large 35 0 (2 doz.) — *1 10*
D Sporodyl (208 BW)

I **Sporodyl** (295 CM & R)
ringworm ointment
45gm 2 0ea 9ea *3 9*
250gm 6 8ea 2 5ea *12 5*

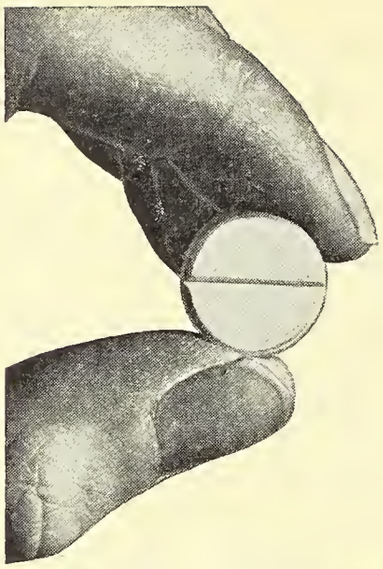
Trentham (1568 Trentham)
• medicated confectionery "pocket packs" 19 3 (3doz) 6 11 (3doz) *1 0*

Trimetts (1552 UL)
• mix 21 4 1 6½ *2 6*

• **Varon Dandy** (1372 5antillan)
after shave 2½oz 11 6ea 6 4ea *23 6*
5oz 20 0ea 11 0ea *41 0*
brilliantine
liquid 1½oz 4 6ea 2 6ea *9 3*
solid 1½oz 5 3ea 2 11ea *10 9*
Cologne 1oz 6 3ea 3 5ea *12 9*
2oz 10 3ea 5 8ea *21 0*
4oz 17 9ea 9 9ea *36 6*
8oz 32 0ea 17 7ea *65 6*
15oz 59 6ea 32 9ea *122 0*
31½oz 108 6ea 59 8ea *222 6*
demijohn 9oz 33 6ea 18 5ea *68 6*
36oz 112 3ea 61 9ea *230 0*
deodorant
aerosol 6oz 14 0ea 7 8ea *28 9*
stick 2oz 7 0ea 3 10ea *14 6*
eau de toilette 2½oz 15 9ea 8 8ea *32 3*
6oz 29 3ea 16 1ea *60 0*
15oz 60 6ea 33 3ea *124 0*
hair cream
tube 1½oz 3 0ea 1 8ea *6 3*
3½oz 5 0ea 2 9ea *10 3*
jar 3½oz 6 0ea 3 4ea *12 6*
hair dressing
tube 1½oz 3 3ea 1 9ea *6 6*
4oz 5 3ea 2 11ea *10 9*
aerosol 6oz 13 3ea 7 3ea *27 0*
perfume ½oz 13 9ea 7 7ea *28 3*
1½oz 41 3ea 22 8ea *84 6*
pre-shave 2½oz 11 6ea 6 4ea *23 6*
5oz 20 6ea 11 3ea *42 0*
powder stick 3oz 7 9ea 4 3ea *15 9*
shaving cream
aerosol 6oz 12 9ea 4 8ea *23 9*
brushless
tube 1½oz 3 6ea 1 3ea *6 6*
3½oz 5 3ea 1 11ea *9 9*
soap toilet 3oz 3 6ea 1 3ea *6 6*
4½oz 3 9ea 1 5ea *7 0*
talcum 4½oz 6 9ea 3 9ea *13 9*
tanning spray 6oz 19 3ea 10 7ea *39 6*

AMENDMENTS TO KEY TO SUPPLIERS

1372 Santillan=**Santillan (London), Ltd.,** 20 Bedford Chambers, Covent Garden, London, W.C.2
1536 RDP=**Rational Diet Products,** Gloucester, GL1 3QB. OGL2-21291.



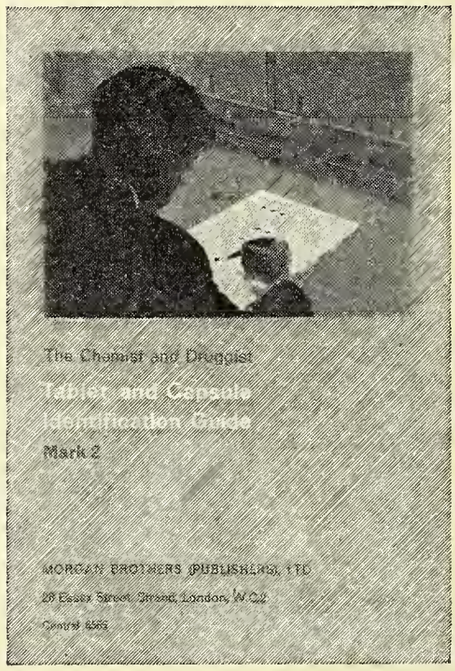
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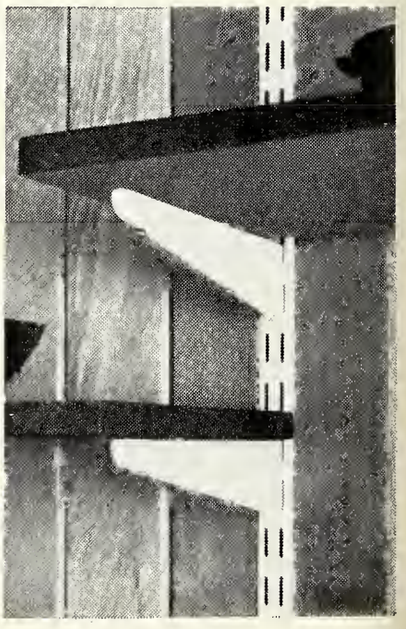
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★ A SOHO CHEMIST ★

THE death 150 years ago in Staffordshire of Bryan Higgins brings to mind the remarkable manner in which one or two eighteenth and early nineteenth century pharmacists set up private schools of practical chemistry in Soho. One example was Friedrich Accum, an immigrant from Germany, who ran a school of chemistry at Old Compton Street, a centre from which he also supplied chemicals and apparatus even to Professor Silliman of Yale College. Both Silliman and a Harvard professor, William Pleck, took practical instruction at Accum's Soho school. The Irishman Bryan Higgins, who had first turned to medicine and pharmacy and practised in London for a period, found chemistry more to his liking and set up his school in Greek Street, where his M.D. qualification from Leyden became forgotten. His lecture courses attracted many, especially when he published his *Syllabus of Chemical and Philosophical Enquiries*. Even more significant was a second work, his *Course of Philosophical, Pharmaceutical and Technical Chemistry*. Just as Accum supplied Silliman of Yale with chemicals, so did Higgins provide Joseph Priestley with materials for his experiments. Higgins was assisted by his nephew William Higgins, a chemist who is believed to have been an assistant to the notorious Dr. Beddoes of Clifton, that early sponsor of Humphry Davy. The two Higgins are at times confused; hence it must be stressed that it was William Higgins who became chemist to the Apothecaries Hall in Dublin for a payment of £200 "plus rooms, coals and candles." And it was this nephew also who outlined an atomic theory that preceded that of Dalton. More versatile in practical matters was Bryan Higgins, as is seen in the wide variety of subjects for his inquiries. He discovered gaseous adsorption on noting how hot charcoal on cooling in air underwent an increase in weight. He prepared acetamide by heating ammonium acetate; invented a gasholder; advised (for a high fee) the West Indies on the manufacture of sugar and rum; then took out a patent for a cement and published a review of cement preparation. It was at Greek Street that Higgins established one of Britain's early "Phil" societies: this was his "Society for Philosophical Experiments and Conversation." It was proof of his commercial or industrial leanings when he scored in sugar and cement studies. But also striking was his process for producing caustic soda from salt as an alternative to the Leblanc process. Higgins converted salt to sodium sulphate, reduced this to sodium sulphide, then fused the sulphide to yield sodium hydroxide.

PHARMACEUTICAL SOCIETY OF GREAT BRITAIN

PHARMACISTS' ROLE IN HEALTH EDUCATION

Council sets up a panel. 1969 Charter medallists named

A SUGGESTION by Mr. J. P. Kerr that a panel should be set up to consider the rôle the general-practice pharmacist might play in health education was adopted by the Council of the Pharmaceutical Society of Great Britain when it met in London on February 4. The panel will comprise the vice-president and the chairman of the Practice Committee and general practice subcommittee, and will prepare a document on the subject for consideration by the subcommittee.

It was also reported that the president had decided that the 1969 Charter gold medal, "To recognise outstanding service rendered by a member to the Society, or generally in promoting the interests of pharmacy" should be awarded to Mr. Tom Clifford Denston, and the Charter silver medal, "To recognise outstanding service rendered by a member locally," to Mr. Charles Gray Drummond.

The Education Committee's minutes, presented by its chairman (PROFESSOR A. H. BECKETT) recorded that further consideration had been given to the question of appointing a subcommittee on applied pharmacology, its terms of reference to be "To consider the teaching of applied pharmacology to undergraduate and postgraduate students in pharmacy; and to consider the rôle of applied pharmacology in pharmaceutical practice." The Committee next recommended that the annual report of the Privy Council visitor to the Society's examinations in England and Wales, 1968; and the report of the Pharmaceutical Chemist qualifying examination, Part III, in England and Wales and Scotland, January 1969, which had been received should be published. Dr. J. Glasby had presented to the library a copy of his thesis, "Crystallisation Rates and Mechanical Properties of some Pharmaceutical Substances," for the researches on which he had received an award from the Society and for which he had gained the degree of Doctor of Philosophy, University of London. The recommendations were adopted.

The minutes of the Benevolent Fund Committee, presented by its chairman (MISS M. A. BURR), noted that grants had been made or were being recommended in respect of four members, four widows of members and two dependents, and on behalf of three orphans. A contribution to the Benevolent Fund from the Manchester and district pharmaceutical benevolent fund committee had brought that committee's contributions since 1960 to a total of more than £4,200. The Committee's minutes were adopted.

The minutes of the Organisation Committee, presented by its chairman (MR. J. C. BLOOMFIELD), recorded that the Committee had considered twenty-one motions submitted by fifteen branches for the Branch Representatives' meeting in May. At the meeting of branch representatives on January 22, at which fourteen branches had been represented, two motions had been withdrawn. Nineteen motions remaining were recommended to be accepted for the agenda in May and to be circulated to branches.

Postage on Voting Papers

The question was raised whether first or second class mail should be used for the reply-paid envelopes for the return of voting papers used in the Council election. It was pointed out that voting papers were sent out many weeks before the final date for receipt, and that members had ample time to return them by second-class mail. To pay the higher rate on all returned voting papers was felt to be unjustified against the smaller number received on the final day, and it was recommended that the reply-paid envelopes used for returning voting papers should be at the second-class rate. A warning notice about prompt return would be included. The recommendations were adopted.

The Publications Committee (chairman: MR. E. A. BROCKLEHURST) recommended publishing the corrigenda and amendments to the British Pharmaceutical Codex, 1968, and in 1971 a supplement to the Codex. A new Codex would be published in 1973. It also recommended that work should proceed on preparing a 16-p. illustrated booklet describing the history and work of the Society and the Society's House. A proposal that the *Pharmaceutical Journal* should be available at a reduced rate to married women pharmacists who were no longer on the Register was not adopted, but the Council granted a request from the Pharmaceutical Students' Association, Northern Ireland, that the *Journal* should be made available to members of that Association at the same rate as to members of the British Pharmaceutical Students' Association. The Committee complimented Mr. R. Maslen, of the Society's staff, on his 1969 revision of the Society's Calendar, now published.

Concluding its discussion on the editorial policy of the *Journal of Pharmacy and Pharmacology,* the Committee reiterated its view (presented to the Council in December 1968) that allegations that any particular subject was being discriminated against unfairly were entirely unjustified. It recommended that the Assistant Editor of the *Journal of Pharmacy and Pharmacology* should attend meetings of the Publications Committee once a quarter, so that problems arising could be discussed; that a report of the work of the *J.P.P.* should be presented to the Committee annually; and that a meeting of the editorial board should be convened in London in the near future for an exchange of views.

The minutes of the Practice Committee and subcommittees on general, industrial, agricultural and veterinary practice were presented by the Committee's chairman (MR. J. P. KERR). They recorded that pharmacists in Horsham, Sussex, had decided at a recent meeting to go ahead with arrangements for operating a pharmacy in Horsham health centre. That decision had been taken after considering revised plans for the health centre, which incorporated a pharmacy reception area on the ground floor near the main entrance of the building. The pharmacy would be operated through a consortium of local contractors. A letter from the secretary of the Central N.H.S. (Chemist Contractors) Committee stated that the Committee shared the Council's view that every effort ought to be made to establish the fact as well as the principle that contracting chemists should be included as a specified class for whom the Ministry would provide courses of instruction under the Health and Welfare Services (Provision of Instruction) Regulations, 1968, and would support the Council in its approach to the Department of Health on the matter. It was recommended that the Department of Health should be approached to that end.

It was reported that confirmation had been received that the members of the Noel Hall working party on the hospital pharmaceutical service had been given copies of the Zuckerman report and would be considering its recommendations.

The Society's proposals for detailed implementation of the "nomen proprium" agreement were reported adopted by the Central N.H.S. Committee and sent to Local Pharmaceutical Committees for comment by March 31. Comments had already been received from the Scottish Standing Committee, and it was recommended that those comments, with those of the Society's Scottish Department, should be considered at the April meeting of the general practice subcommittee.

Dispensing in Rural Areas

It was reported that, at a meeting of representatives of the Society and Central N.H.S. Committee with Mr. David Ennals (Minister of State, Department of Health) on January 17, Mr. Ennals had made it clear that he had not yet come to a decision on the possible amendment of Regulation 27 of the N.H.S. (General Medical and Pharmaceutical Service) Regulations (dealing, among other things, with the "one-mile limit"). As a new Minister Mr. Ennals wished to meet representatives of pharmacy and of the medical profession so as to have at first hand the views of the two professions. After pharmacy's case had been put to the Minister, he had said he understood the feelings of the representatives of pharmacy over the long delay in settling the matter.

It was agreed to send a letter to the National Federation of Women's Institutes, which had said that the inclusion of lay members on the proposed dispensing committees would allay the concern of the Federations' members, indicating that the Society had supported lay membership of the dispensing committees.

A revision of the Society's recommended method for pricing private prescriptions and proposed revised fee scale were considered.

Trade Advertisements by Manufacturers

The subcommittee discussed replies from the Proprietary Association of Great Britain and Association of the British Pharmaceutical Industry to a suggestion not to use the words "profit" or "gross profit" in trade advertisements to pharmacists. It was recommended that the editors of pharmaceutical periodicals should be asked to bring to the notice of any advertiser who wished to place an advertisement that seemed to conflict with the agreed principle the views of the Society, which had been adopted by organisations within general practice pharmacy and the pharmaceutical industry.

The subcommittee considered a submission by the A.B.P.I. on original-pack dispensing and recommended that a working party consisting of representatives of the pharmaceutical industry and two representatives of general-practice pharmacy should be appointed to consider the use of manufacturers' packs in general-practice dispensing.

On the distribution of veterinary products it was recommended that the Society's general policy should be that all such products on the market should be available to pharmacists in general practice for dispensing against prescriptions written by a private practitioner. It was recommended that there should be a list of products in the veterinary field not on the "general sales list," which the pharmacist in general practice should be able to sell, under specified conditions, otherwise than against prescriptions written by veterinary surgeons, and that all veterinary products on the general sales list should be available to pharmacists in general practice to sell. The annual general meeting of the Group should, it was recommended, be held in the Society's house at 3 p.m. on Sunday, April 27. Four nominations were noted for the two additional elected places on the Group subcommittee; all four pharmacists had accepted nomination. Ballot papers had been posted. Final date for receipt of completed papers was March 10. The committee's recommendations were adopted.

Law Committee

The Law Committee minutes, presented by Mr. D. E. SPARSHOTT (chairman), recorded that, during December 1968, the premises of 647 authorised sellers and of 111 traders had been visited by the Society's inspectors; and of 250 traders by the Society's agents. Nine cases of alleged infringements under the Pharmacy and Poisons Act, 1933, and one case under the Pharmacy Act, 1954, were considered and appropriate action recommended in each. Warning letters had been written to six authorised sellers and six traders in respect of minor breaches of the laws relating to pharmacy, and warning letters to two market traders in respect of sales of medicines contrary to the Pharmacy and Medicines Act, 1941. A reply from the Home Office to a letter sent jointly by the Society and National Pharmaceutical Union concerning witnesses' allowances set out the situation governing payment of witnesses' allowances for people of professional status. A reply to the Home Office letter was being prepared. In a letter from the Advisory Committee on Drug Dependence the Society had been asked for evidence, for consideration by a subcommittee, on the use and misuse of amphetamines, and the Committee recommended sending a suitable reply. The recommendations were adopted.

Two minor instances of advertising or canvassing were reported to have been successfully dealt with by the Ethical Committee, whose minutes were presented by its chairman (MR. ALLEN ALDINGTON). After further discussing the distribution of dividend and similar stamps by certain pharmacies operated by Co-operative Societies, the Committee recommended informing them (*a*) of the Council's general views of stamp trading but (*b*) that, if trading-stamp schemes were a method of distributing profits to shareholders, no objection would be made, provided the stamps were issued to members only. The recommendations were adopted.

Working Instructions on Metrication

MINISTRY ISSUES A NOTICE ON THE CHANGEOVER

METHODS for pharmacists, doctors and dentists to use in calculating metric equivalents when dispensing prescriptions from March 3 are set out in a booklet (ECN 706) of 8 pp. plus tables, issued by Executive Councils to chemist contractors and dispensing doctors and dentists.

The Weights and Measures (Equivalents for Dealings with Drugs) Regulations, 1969 (H.M. Stationery Office, price 1s. 9d.) require all dealings in drugs to be conducted in the metric system. Operative date of the regulations in respect of the dispensing of drugs and medicines, *however the prescription is written*, coincides with the operative dates of the British National Formulary, 1968, British Pharmacopoeia, 1968, and British Pharmaceutical Codex, 1968 [see also p. 150].

To assist in making the necessary calculations when converting from the Imperial or Apothecaries systems, the Department of Health is issuing to chemists and doctors a slide rule devised by the Department of Pharmaceutical Sciences of the Pharmaceutical Society of Great Britain.

In addition the appendix to the ECN includes tables of equivalents, as set out in the Regulations, for the conversion of all orders written in the Apothecaries, Imperial and Avoirdupois systems.

Pharmacists are to dispense dose volumes of 5 ml. or 10 ml. or multiples thereof, and the numbers of doses to be dispensed against a prescription written in the Apothecaries or Avoirdupois systems are set out in additional tables (p. 149), to ensure that total volumes of dispensed medicines are appropriate to a metric-based system.

The section of the ECN headed "Dispensing in metric from March 3, 1969" is as follows:—

A. Orders written WHOLLY in metric

(i) For liquid oral preparations, where the dose-volume *and* the total quantity is in metric, the prescription is to be dispensed as written except that the dose-volume dispensed is to be the full 5 ml. or 10 ml. as appropriate. The number of doses ordered is to be dispensed. Where the dose-volume requires adjustment to 5 or 10 ml., the total volume dispensed will differ from the metric quantity ordered,

e.g. Achromycin syrup 2·5 ml. four times daily, 16 doses — dilute to 5 ml. dose with syrup, dispense 16 doses — *i.e.* 80 ml.

The quantity ordered or dispensed may result in a part-filled metric bottle which patients may question until doctors are fully acquainted with and normally adopt the common range of metric volumes. The small label already issued by the Ministry may be used.

(ii) The provision made in Part II Clause 7 of the Drug Tariff for supply to the *nearest* quantity of certain medicaments and those in certain special packs, remains as set out in that Clause.

B. Orders NOT written in metric

The following procedures apply to dispensing prescriptions, including D.D. and S.4 medicines, and "Bulk prescription" orders for institutions etc.

Payment for N.H.S. orders will be calculated accordingly

Examples of prescriptions and their conversion for dispensing are given below.

(a) For liquid oral medicines, proprietary and non-proprietary, the BASIC CONVERSION PROCEDURE is:—

Note the number of "old" doses **in** the "old" quantity prescribed, **(A),** and, from the relevant 5 ml. or 10 ml. Dose and Quantity Tables, read off the number of metric doses and volume to be dispensed, **(B).**

(i) *For a preparation ordered unadmixed*:
use the basic conversion procedure **(A)** and **(B)** above (*see examples* 1, 11 *and* 12).

(ii) *For a preparation ordered with added ingredients, or, for extemporaneously formulated ingredients, — ordered per dose*:
use the basic conversion procedure **(A)** and **(B)** above, then, convert the amount of each ingredient per dose to the metric equivalent in Table 1 (solids) or Table 2 (liquids), and,
multiply the metric weight/volume per dose by the number of metric doses noted at (ii) **(A)** (*see example* 2).

(iii) *For a preparation ordered with added ingredients, or, for extemporaneously formulated ingredients, — ordered by total quantity* **not** *per dose*:
use the basic conversion procedure **(A)** and **(B)** above, then, calculate the amount of each ingredient per dose, and,
convert the amount of each ingredient per dose to the metric equivalent in Tables 1 or 2, finally multiply the metric weight/volume per dose by the number of metric doses noted at (iii) **(A)** (*see example* 3).

CONVERSION TABLES—for ingredients

TABLE 1—WEIGHTS

Grains	Mg.	Grains	Mg.	Grains	Mg.	Grains	Mg.	Grains	G.	Grains	G.
		1/80, 1/75	**0·8**	1/8	**7·5**	1¼	**75**			116–135	**8**
										136–150	**9**
1/600	**0·1**	1/60	**1**	1/6	**10**	1½	**100**	14–16	**1**	151–165	**10**
										166–180	**11**
1/500, 1/480	**0·125**	1/50	**1·25**	1/5	**12·5**	2	**125**				
								17–20	**1·2**	181–190	**12**
										191–220	**13**
1/400	**0·15**	1/40	**1·5**	1/4	**15**	2½	**150**	21–25	**1·5**	221–250	**15**
1/320, 1/300	**0·2**	1/30	**2**	1/3	**20**	3	**200**	26–29	**1·8**	251–275	**17**
								30–33	**2**	276–325	**20**
										326–350	**22**
		1/25				3½		34–37	**2·3**	351–375	**23**
1/240	**0·25**	1/24	**2·5**	2/5	**25**	4	**250**	38–43	**2·5**	376–400	**25**
										401–425	**26**
						4½				426–450	**28**
1/200	**0·3**	1/20	**3**	1/2	**30**	5	**300**	44–51	**3**	451–510	**30**
1/160, 1/150	**0·4**	1/15	**4**	3/5	**40**	5½, 6	**400**	52–57, 58–65	**3·5**, **4**		
1/130, 1/120	**0·5**	1/12	**5**	3/4	**50**	6½–7½	**450**	66–76	**4·5**		
						8	**500**	77–84	**5**		
						9					
1/100	**0·6**	1/10	**6**	1	**60**	10	**600**	85–102	**6**		
						11–13	**800**	103–115	**7**		

(b) For liquid oral medicines, ADDITIONAL **conversion procedures** are as follows:—

(i) Where the **dose is not stated,** the number of "old" doses in the "old" quantity ordered is to be converted for dispensing on the basic conversion procedure (*see example* 4);

(ii) where the **quantity is not stated,** the quantity shown in the B.N.F. 19th 8 for dispensing where no quantity is prescribed is to be dispensed (*see example* 5); the same quantity applies for diluted dose medicines, see (iv) below and B.N.F. page 194;

(iii) for a 5 ml. formulated preparation, **conversion to the number of doses** is to be on the 5 ml. Dose and Quantity Table whether a full or part-dose is ordered, and similarly for 10 ml. formulated preparations on the 10 ml. Dose and Quantity Table (*see example* 6);

(iv) **orders for part-doses** are always to be d'spensed to a full 5 ml., or 10 ml. dose, see B.N.F. *pages* 10 and 16, *e.g.* a 2·5 ml. order is to be diluted appropriately to 5 ml., and a half-size dose of a 10 ml. formulated preparation to 10 ml. (*see example* 6); for information on **"appropriate dilution",** see B.P.C. Elixirs *page* 1050, Linctuses, *page* 1130, Mixtures, *page* 1152 and individual monographs, also Syrups, *page* 1267; (very small doses administered by means of a dropper or graduated pipette are not classed as part-doses);

(v) **if a 10 ml. dose is not practicable,** *e.g.* because of solubility, or bulk of insoluble ingredients, a 20 ml. dose is to be dispensed;

(vi) for the few non-proprietary and proprietary preparations for which the **dose of 15 ml.** or more is continued, the quantity ordered (**not** the number of doses) is to be converted on the External/bulk oral preparations Quantity Table. These preparations include liquid paraffin, olive oil, emulsions of paraffin, (*see example* 14);

(vii) It is important to **verify whether a proprietary preparation has been reformulated to a 5 ml. dose;** where a product has not yet been reformulated, the drachm dose is to be d'spensed appropriately diluted to 5 ml. (*see example* 9) and see B.P.C. for information on the diluent, or the label on the product;

(viii) **for mixed-system order:—** *e.g.* metric dose, with Imperial volume to be supplied— treat as though the "old" dose had been written and adopt the "basic conversion procedure" (*see example* 8);

(ix) **for mixed-system order:—** *e.g.* Imperial dose, with Metric volume to be supplied— convert the dose to the relevant metric dose, 5 ml. or 10 ml.; if the metric volume ordered coincides with one in the respective Table A, or B, dispense it, but if it does not, adjust it to the next *higher* volume in Table A for 5 ml. doses, and the next *lower* volume in Table B for 10 ml. doses (*see examples* 9 *and* 10).

TABLE 2—VOLUMES

Minims	Ml.	Minims	Ml.
1	0·06	38–46	2·5
1½	0·09	47–55	3
2	0·12	56–64	3·5
2½	0·15	65–74	4
		75–84	4·5
3	0·18		
3½	0·2	85–93	5
		94–110	6
4	0·25	111–130	7
4½		131–149	8
5	0·3	150–167	9
5½		168–185	10
6–7½	0·4	186–200	11
8–9	0·5	201–220	12
10–11	0·6	221–250	14
12–13	0·7	251–275	15
14–16	0·9	276–300	17
17–18	1	301–330	18
19–22	1·2	331–370	20
23–27	1·5	371–400	22
28–32	1·8	401–450	25
33–37	2	451–500	28

DOSE AND QUANTITY TABLES

Where doses, and total quantities are ordered in the Apothecaries/Imperial/Avoirdupois Systems, the number of doses and total quantities in the Metric System set opposite in column 2 shall be dispensed.

TABLE A
PAEDIATRIC MIXTURES, ELIXIRS, LINCTUSES, etc.
dose-volume—5 ml.
obsolete dose-volume—60 m.)

Prescribed 1		To be dispensed 2	
Number of Doses	Imperial Volume fl. oz.	Number of Doses	Metric Volume ml.
4	½	**5**	*25*
8	1	**10**	*50*
12	1½		
16	2	**20**	*100*
24	3		
32	4	**30**	*150*
40	5	**40**	*200*
48	6		
64	8	**60**	*300*
80	10		
96*	12	**100**	*500*

*Above 96 doses, dispense 500 ml. plus the metric volume opposite the balance of doses.

TABLE B
MIXTURES, etc.
dose-volume—10 ml.
(obsolete dose-volume—½ fl. oz.)

Prescribed 1		To be dispensed 2	
Number of Doses	Imperial Volume fl. oz.	Number of Doses	Metric Volume ml.
1	½	**1**	*10*
2	1	**2**	*20*
4	2	**5**	*50*
6	3		
8	4	**10**	*100*
12	6		
16	8	**20**	*200*
20	10		
24	12		
32	16	**30**	*300*
40	20		
48†	24	**50**	*500*

†Above 48 doses, dispense 500 ml. plus the metric volume opposite the balance of doses.

TABLE C
EXTERNAL and BULK ORAL preparations
Solids/Liquids

Prescribed 1	To be dispensed 2
wt./vol. (Av./Imp.) oz./fl. oz.	wt./vol. (Metric) G./ml.
½	*10*
1	*25*
1½	*50*
2	
3	*100*
4	
5	
6	*200*
8	
10	*300*
12	
16‡	*500*
20 fl. oz.	*500*

‡Above 16 oz. (1 lb.) and 20 fl.oz. (1 pint), dispense 500 G./ml. plus the metric quantity opposite the balance.

(c) For oral powders—
convert the quantity ordered, from the External/bulk oral preparations Quantity Table, Table C (*see example* 13), and label *"one 5 ml. spoonful to be taken"* (**not** one teaspoonful).

(d) For external preparations—
(i) note the "old" weight/volume prescribed,
(ii) convert to the metric weight/volume of the External/bulk oral preparations Quantity Table, Table C,
(iii) convert ingredients to percentage content on the basis of 10 grains/minims in 1 oz., 1 fl. oz., or 1 oz. apoth. = 2% (*see example* 15).

(e) Exceptions to the above conversion procedures for liquid oral medicines and external preparations covered by Clause 7 of Part II of the Drug Tariff include the following:—
Antibiotic suspensions etc., for which the *nearest* packs are generally 100 ml.,

EXAMPLES OF CONVERSION OF ORDERS WRITTEN IN THE APOTHECARIES/IMPERIAL SYSTEMS

Prescription	DOSES AND QUANTITY (Tables A, B, or C)							INGREDIENT(S) (Tables 1 or 2)			Observations
	Order:—			Conversion:—							
	Dose	Quantity	No. of Doses	Table	Dose	No. of Doses	Quantity	Order per dose	Metric Equivalent	Total Amount	
1. Benylin expectorant 1 dr. 6 fl. oz.	1 dr.	6 fl. oz.	48	A	**5 ml.**	**40**	200 ml.				Product reformulated to **5 ml.** dose
2. Phenobarb. sod. gr. ½ Mag. trisil. and bellad. mixt. to ½ fl. oz. 8 fl. oz.	½ fl. oz.	8 fl. oz.	16	B	**10 ml.**	**20**	200 ml.	½ gr.	30 mg.	600 mg.	
3. Phenobarb.sod.16gr. Sod. bicarb. 60 gr. Aromatic spt. ammon. 6 dr. Chloroform water to 16 fl. oz. ½ fl. oz.	½ fl. oz.	16 fl. oz.	32	B	**10 ml.**	**30**	30 ml.	16/32=½ gr. 60/32=2 gr. 6 dr/32=11 m. to ½ fl. oz.	30 mg. 125 mg. 0·6 ml. to 10 ml.	900 mg. 3·75 G. 18 ml. to 300 ml.	
4. Kaolin and morphine mixt. 10 fl. oz.	—	10 fl. oz.	20	B	**10 ml.**	**20**	200 ml.				B.N.F. preparation, dose **10 ml.**
5. Codeine linctus 1 dr.	1 dr.	—	—	A	**5 ml.**	**20**	100 ml.				B.N.F. preparation, dose **5 ml.** quantity to be dispensed 100 ml.
6. Pot. cit. and hyoscyam. mixt. 2 dr. 12 fl. oz.	2 dr.	12 fl. oz.	48	B	**10 ml.**	**50**	500 ml.	Mixt. Water	5 ml. to 10 ml.	250 ml. to 500 ml.	
7. Pholcomed linctus 4 fl. oz. Water to 16 fl. oz. ½ fl. oz.	½ fl. oz.	16 fl. oz.	32	B	**10 ml.**	**30**	300 ml.	4 fl. oz./32=1 dr. Water	3·5 ml. to 10 ml.	105 ml. to 300 ml.	Product not yet reformulated to **5 ml.** dose.
8. Gentian mixt. with rhubarb 10 ml. 12 fl. oz.	(½ fl. oz.)	12 fl. oz.	24	B	**10 ml.**	**20**	200 ml.				
9. Detigon linctus 1 dr. 125 ml.	1 dr.	125 ml.	—	A	**5 ml.**	**30**	150 ml.	1 dr. Syrup	3·5 ml. to 5 ml.	105 ml. to 150 ml.	Product not yet reformulated to **5 ml.** dose.
10. Magnes. trisilicate mixt. ½ fl. oz. 250 ml.	½ fl. oz.	250 ml.	—	B	**10 ml.**	**20**	200 ml.				
11. Squill opiate linctus 1 dr. 80 fl. oz.	1 dr.	80 fl. oz.	640	A	**5 ml.**	**660**	3 litres +300 ml.				"Bulk" Prescription for Institution. Calculation:— $\frac{640}{96}=6\times96+64$ i.e. 5 ml. × 6 × 100 (600 doses) = 6 × 500 ml. + 5 ml. × 60 (60 doses) = 300 ml.
12. Ammon. chlor. and morph. mixt. ½ fl. oz. 80 fl. oz.	½ fl. oz.	80 fl. oz.	160	B	**10 ml.**	**170**	1 litre +700 ml.				"Bulk" Prescription for Institution. Calculation:— $\frac{160}{48}=3\times48+16$ i.e. 10 ml. × 3 × 50 (150 doses) = 3 × 500 ml. + 10 ml. × 20 (20 doses) = 200 ml.
13. Magnes. trisil. comp. powder 1 dr. 4 oz.	1 dr.	4 oz.	—	C	—	—	100 G.				Dose 5 G. Label:— One 5 ml. spoonful.
14. Liquid paraffin ½ fl. oz. 20 fl. oz.	½ fl. oz.	20 fl. oz.	—	C	—	—	500 ml.				Dose 15 ml. Label:— Three 5 ml. spoonfuls.
15. Zinc sulphate gr. 20 Sulphurated potash gr. 20 Acetone 1 dr. Rose water to 1 fl. oz. 12 fl. oz.	—	12 fl. oz.	—	C	—	—	300 ml.	4% 4% 12% to 300 ml.		12 G. 12 G. 36 ml.	

and 60 ml. (not 50 ml., see Table A); Corticosteroid ointments etc. for which the *nearest* pack is generally 15 G. (not 10 G., see Table C).

Manufacturers of the types of preparation concerned are gradually rationalising them to the accepted number of metric doses and/or total quantities e.g. for antibiotics, to 20 doses of 5 ml. in 100 ml. pack, for ointments and creams to 25 G. packs, etc., for ear, and nasal drops to 10 ml. or 25 ml. packs.

C. Endorsement of prescriptions

It is essential that details of certain conversions should be endorsed,

i.e. for:— 5A(i) Fully metric orders, dose and quantity dispensed;
5A and B—Drug Tariff, Part II, Clause 7, *nearest* pack supplied;
5B(b)(i)-(ix)—Orders **not** fully metric, where additional conversion procedures used;

also for any complex conversion.

D. Dispensing Labels

From March 3, no **medicines** must be presented to patients bearing instructions to take a "teaspoonful" or a "tablespoonful". Labels must bear dose instructions in the following terms:—

for linctuses etc. and children's mixtures—

"One 5 ml. spoonful to be taken . . ."
"Two 5 ml. spoonfuls to be taken . . ."

for adult mixtures having a 10 ml. dose—

"Two 5 ml. spoonfuls to be taken . . . in water."

E. Metric Medicine Bottles, Weights and Dispensing Measures

These bottles, coinciding with the metric volumes to be dispensed from Tables A and B, and of which purchase has been encouraged over the past year, **must be used as quickly as possible** to avoid presenting to patients partially filled bottles of medicine. For external preparations ribbed ovals coinciding with the metric volumes to be dispensed from Table C, must also be brought into use. Until 25 ml. bottles are available, this volume should be dispensed in 1 fl. oz. bottles.

New sets of stamped weights include the extra denominations needed for dispensing purposes The set, and stamped dispensing measures must be ordered at once if not already obtained. Sets of larger weights comprising **50, 100, 200,** and **500 G.,** or additionally **1 Kg.,** are also available.

F. 5 ml. Plastic Medicine Spoon

These **5 ml.** spoons, complying with the B.S. 3221/4 (revised 1968) as set out in the Drug Tariff, Part VIII, must be supplied with all oral liquid medicines and powders, non-proprietary and proprietary except where a 5 ml. spoon is provided in the manufacturer's pack — if this pack is appropriate to the chemist's demand for the product — and except where the patient has a useable 5 ml. spoon issued with a previous treatment.

The container allowance will be adjusted by an amount being negotiated to include provision for this extra supply of 5 ml. spoons.

G. Drug Tariff

Drugs and Preparations — An entry on **"Dispensing in the Metric System"** including the Conversion Tables will be printed in the **Drug Tariff to be published for March 1969.**

Section 3(4) of the Terms of Service for Chemists (S.I. 1966 No. 1210) provides that—

"Subject to the provisions of any regulations in force under section 10(7) of the Weights and Measures Act 1963(a), any supply under this paragraph shall conform to the requirements of the order on the prescription form."

Authority for the changeover will be given in the Statutory Instrument, Weights and Measures (Equivalents for Dealings With Drugs) Regulations 1969, which is made under section 10(7) of the Weights and Measures Act.

Dressings and Appliances — Preparations are being made for production to be converted to metric measurements, packs, etc., for specification in the Drug Tariff in due course. Where prescriptions are met in metric for dressings packed by weight, they are to be interpreted from Table C.

Sorting of Prescriptions

The Central N.H.S. (Chemist Contractors) Committee has agreed with the Department of Health that forms EC 10 dispensed on March 1 and March 2 should be included in the February bundle of prescriptions when they are submitted for pricing. For the pricing of prescriptions dispensed after March 3 the pricing clerks will only be using pricing charts in metric quantities.

Operative Dates

As indicated the Weights and Measures (Equivalents for Dealings With Drugs) Regulations, 1969, are operative so far as the dispensing of prescriptions on March 3. For any other retail dealings in drugs on January 1, 1971.

In the case of a manufacturer the regulations come into effect on January 1, 1970, whilst for wholesale dealers the relevant date is April 1, 1970. On those dates the Weights and Measures (Equivalents for Dealings With Drugs) Regulations, 1964, cease to apply to retailers, manufacturers and wholesalers respectively. The new Regulations prescribe the equivalents between the grain and the milligramme, the minim and the millilitre, the ounce and the gramme, the fluid ounce and the millilitre and a schedule provides conversion tables similar to those in the ECN 706.

Stamped Weights

The Weights and Measures (Amendment) Regulations, 1969 (H.M. Stationery Office, price sixpence) extend until January 31, 1974, the period during which metric weights stamped before January 31, 1964 and bearing the abbreviation "grm" may lawfully be used.

PREVENTIVE MEDICINE FOR THE OLD

Professor Anderson addresses Strathclyde students

FOR his Todd lecture at the prize-giving at Strathclyde University recently (see *C. & D.* February 8, p. 127), PROFESSOR ANDERSON had taken as a title "The Preventive Aspects of Geriatric Medicine." He said that since the end of the last century there had been an increasing number of elderly people, especially women. Men and women now expected to retire from their work, fit and well, to enter a new phase of living that might last fifteen or twenty years, or more.

Gerontology, the study of ageing in animals or man, was a science that had been much neglected in Britain. In recent years the United States and France had joined Russia in its study and in Rumania, Professor Anna Aslan had for many years used procaine in a most reputable way as a preventive drug to endeavour to slow down the ageing process. Much less orthodox methods were, however, employed in other countries. Efforts were being made to found an institute of gerontology in Britain.

Not Readily Understood

Ageing is a slow and relatively innocuous change not clearly understood, said Professor Anderson. However, people had been discovered who continued into extremely old age untroubled by pathological processes. Cowan and the speaker at a clinic in Rutherglen had been able to demonstrate such a cadre of people, and in the United States, Birren demonstrated a group of men aged sixty-five and over, whose physical attributes did not differ in any significant way from a group of men with an average age of twenty-one years. Professor Anderson suggested that some of the changes found in healthy older people, and at present attributed to ageing, might in the future be found to be due to imbalance of nutrients in diet, or to lack of absorption of essential nutritional substances.

Factors seeming to have an adverse effect on the mental health of the old people, included living alone, bereavement, and compulsory retirement. The last finding was one of the reasons for the founding of the Glasgow Retirement Council which, since 1959, had been endeavouring to train people for retirement in the West of Scotland.

Geriatric Medicine

The speaker turned next to geriatric medicine—the care and medical treatment of older people. Perhaps the greatest need today was in health education, particularly of senior citizens. Williamson and his colleagues in Edinburgh and, in Professor Anderson's own unit, Kelly and Pritchard in Glasgow, had demonstrated that symptoms thought to be due to ageing are, in fact, due to disease processes. Incontinence of urine, trouble with walking or with the feet, dizziness and mental confusion were symptoms of that type. It was hoped that with the establishment of the new general practitioner health centres, much more preventive medicine could be practised by the health team. Older people particularly at risk, *e.g.* the over seventies, those

living alone, those recently bereaved or recently retired, could be visited regularly under a combination of statutory and voluntary effort.

Methods of preventing illness as age advanced were still under debate. Common sense, backed by some scientific evidence, indicated that exercise was useful within the limits of cardiac tolerance, the full movements of joints, and particularly regular exertion that accompanied sport or hobbies acceptable to the older person (old-time dancing, remedial exercises under the guidance of physiotherapists, regular golf, walking daily) were beneficial. Perhaps the most important single factor in preventing disease was the avoidance of obesity. Care of the feet, a balanced diet and attention to defects of vision or hearing, were also necessary.

Coming finally to drug therapy, Professor Anderson said "Older people tend to be given too many medicines, in doses which are too large, and for too long a time." Electrolyte imbalance was just beginning to be recognised and the frequence of iatrogenic disease appreciated. There were, however, immense gaps in knowledge. Little work had been done on the effects of drugs on the ageing individual. Information was needed on the whole range of the subject, from the level of cell chemistry to that of the individual's metabolism.

Pharmaceutical Education in the Future

DR CHILTON STRESSES NEED FOR ADAPTABILITY

SO long as the taxpayer was paying the major part of the cost of educating entrants in pharmacy and so long as the contribution of the registering body — the Pharmaceutical Society — was negligible, it was not proper to discuss education in terms of the interest of the pharmaceutical profession. So said DR. J. CHILTON (senior lecturer, department of pharmaceutical technology, University of Strathclyde) at a recent meeting of the Pharmaceutical Society's Scottish Department, in Edinburgh. Pharmaceutical education today, he said, must be justified in terms of potential benefit to those who were paying for it—the general public.

A fair guess at the average cost to the State of a student in one of the newer universities was around £600 per annum for tuition only—which, with other expenses, would be likely to total around £1,000 p.a. per student. For 2,293 students—the latest estimate—that meant that the education of pharmacists was costing the taxpayers almost £2½ million per annum. By contrast, the financial contribution of the Pharmaceutical Society was negligible.

The Society's decision to make the minimum course of instruction three years post-intermediate, had been made, said Dr. Chilton, mainly under pressure from the Colleges of Advanced Technology, which were not prepared to teach a shorter one. It had been a political decision, with little or no attempt to estimate the real needs of the public. A two-year post-intermediate course—as was general in the British Commonwealth — would save the Exchequer around £750,000 per annum.

A Fresh Look at Old Beliefs

To examine the public interest and consider it to the exclusion of pharmacy's private sectional advantage, some of the old arguments concerning pharmaceutical education had to be looked at anew. Raising educational standards simply as a means of raising social status was clearly unjustified, and a device of very dubious morality, since increased status usually implied higher remuneration. The professional remuneration of most pharmacists came mainly from the Treasury, which was also paying for the education. Morality apart, it seemed doubtful whether increased educational standards alone did much to elevate a profession's status. For example, an honours graduate in pharmacy might, as a university graduate, enter the administrative side of the hospital service with far better career prospects than if he had entered the same service as a pharmacist. If in the long run, status improved, so much the better, but it could not be considered a primary aim of the educational process. Nor could higher educational standards be used as a means of limiting entry to the profession. They might have that effect, and older pharmacists would remember the effects of lowering the barriers too far, as had happened after the 1914-18 war.

Times were changing, and unless the practice of pharmacy changed with them it would gradually become as irrelevant to society as had the trades of waxchandling and cordwaining, whose guilds, at the approach of the Industrial Revolution, had clung to the apparent security of their Royal charters and had failed to adapt to changing times. Main agent of change must be the educational system, and the major problem was the teacher's difficulty to plan for the future when the profession itself gave no indication of what that future was likely to be.

Teachers' Traditionalism

Historically most teachers had tended to be reactionary and traditionalist and teachers of pharmacy were no exception. The survival of pharmacognosy as a major subject in some schools—despite the progressive deletion from the B.P.C. of almost all vegetable drugs —was typical of the reluctance to accept a changing world of therapeutics. In pharmaceutics, traditional dispensing had been taught long after it had ceased to have any relationship to real dispensing practice.

Greater changes had occurred in the 1940's and '50's than in the entire previous history of medicine, yet for a long time pharmaceutical education had remained remarkably unaffected. First significant change had occurred in the mid-1940's, when an expanding pharmaceutical industry had required highly trained technologists to supervise the development, production and control of the specialised products it was starting to market. In response a few universities had started to offer degrees in pharmacy or, as at Glasgow, to push degrees that had lain more or less dormant. The courses, though retaining a fair proportion of traditional material, rightly set out to cater for the industry by including larger amounts of such subjects as organic and physical chemistry, microbiology and pharmacology. The smallish numbers of graduates produced were snapped up by the industry and by the schools of pharmacy, and it was unlikely that many of them found their way into general or hospital practice.

In the 1950's and early '60's new degree-granting bodies had been set up that were much more ready than the older universities to offer degrees in pharmacy, and the number of such degrees had risen more rapidly. Courses had tended to follow the pattern of existing ones, with emphasis on subjects of proven academic respectability such as organic and physical chemistry, experimental pharmacology, unit processes and microbiology. Examinations, compared with the previous ones, laid much greater stress on basic scientific principles and far less on manipulative skills. By the time the remaining regional colleges had applied for recognition of curricula by the Council for National Academic Awards, the pattern of the external London B.Pharm., which they superseded, was firmly established. There was, however, a healthy tendency for some of the regional colleges and new universities to include such innovations as business administration and economics in their syllabuses.

The emphasis on theoretical principles rather than on detailed factual knowledge should produce graduates with enough adaptability to deal with changes as they arose, and should also provide a reasonably sound basis for post-graduate research. Pharmacy graduates were also well qualified for employment in pharmaceutical sciences outside the pharmaceutical scene. So far, so good. But the subject must be kept in perspective. According to the last census, less than one in twelve of all pharmacists were employed on the scientific side of industry. In Scotland the number was negligible. The majority of graduates for the foreseeable future would enter general or hospital practice, and the question must be asked whether the courses that had evolved were justified in the light of likely future developments in those areas of pharmaceutical practice.

General-practice pharmacists often asked why the curriculum failed to include such "useful" subjects as bookkeeping, display, salesmanship, cosmetics and first-aid. The simple answer was that the general trading activities of the retail pharmacist did not differ appreciably from those of other small shopkeepers, and that retail distributive trade was not normally considered a proper subject for university study. One could as well argue that medical schools

should give driving lessons because every practising doctor needed to drive a car! Many university curricula now included aspects of business management and accountancy, which went some way to meet the needs of the retail pharmacist.

Too Long, Too Specialised

Criticism of large expenditures on equipment and staff to teach such subjects as advanced physical methods of analysis, pharmaceutical engineering and synthetic organic chemistry, which were never likely—at the wildest flights of fancy—to be of practical use in most retail or hospital pharmacies was harder to answer. Considering pharmaceutical education purely in terms of training in practical skills and direct useful knowledge, there could be little doubt that the present honours degree course was excessively long and specialised. But that was to take a narrow view of education. The important question was not what the pharmacist was required to know, but how he was likely to behave after graduation.

The assumption was made that the educated person would somehow come to have the right attitudes of mind simply because he *was* educated. That assumption, if correct, justified a long course of education for pharmacists, since it was clearly in the public interest that practising pharmacists should fulfil their professional responsibilities.

Statistical evidence about the effects of education on character was remarkably lacking, the main difficulty being one of experimental design. An attempt might be made to correlate adverse judgments from the Statutory Committee with the length of pharmaceutical education undergone by each offender, but the reasoning would be fallacious because the three-year-educated pharmacists would have many other characteristics in common. For example, they would almost without exception be younger than the one-year group, less likely to be in general practice. If they were in general practice they would be less likely to be proprietors, and if they were proprietors they would have been in business for a shorter time. Any of those factors, or any combination of them, could account for differences in crime rate. In fact, there would be no foreseeable way of isolating the various factors involved.

Education and Ethics

Though there was so little evidence of a relationship between education and ethical behaviour, there was a mass of information from social psychologists on ways in which people's behaviour might be directly influenced. It was generally agreed that an individual's attitudes towards anything—including professional behaviour—were remarkably resistant to change. At a practical level that meant that little would be achieved by giving instruction about the "code of ethics," as some had advocated. It was all too easy to "oversell" professionalism in such a way as to arouse resistance in the intelligent and sophisticated student. The best a college or university could do was to provide the student with a suitably stimulating environment and enough time to work out his own moral and ethical problems.

An apparent weakness in that line of reasoning was that it gave no indication of the ideal curriculum for the intending general-practice pharmacist. It could even be concluded that the details of the syllabus were not particularly important. But such a conclusion would be based on the assumption that there was such a person as an "intending general-practice pharmacist" and the speaker's own experience was that it was unusual for a student to know in advance which branch of pharmacy he wished to take up. For the intending entrant to the scientific side of industry, to a senior hospital appointment or to post-graduate study, a fairly rigorous science-based education was a practical necessity. If, as had been argued, the details of the curriculum for general practice were of no great moment, then there was an excellent case for giving all pharmacists essentially the same course, thereby allowing free choice of career at graduation and permitting mobility between different branches of the profession in later life.

It was necessary, however, to watch that teachers' overenthusiasm for their specialisations did not lead to overloading of courses. What mattered in education was not what was taught, but what was learned and retained after graduation.

Masters' Degrees

Masters' degrees by examination were a comparatively new development and had not, as yet, attracted many entrants, perhaps because they lacked the glamour associated with a research qualification. Nevertheless there were good arguments for having a general broad-based first degree followed by a Master's degree for those wishing to specialise in analysis, experimental pharmacology, formulation and so on, though it could be objected that such an arrangement would put the clock back to the days of two levels of qualification.

Refresher courses, by contrast, seemed an unfailing attraction to the practising pharmacist. Nothing but good could come of them and as a rule there was not even a charge to the Treasury, though it could be doubted how much the average pharmacist remembered of evening lectures, which might be so informal and relaxed that they were regarded in the same light as a television documentary or a talk at the Women's Institute. There might be something to be said for a measure of assessment of the student's own work; not necessarily a formal examination but perhaps submission of written work or laboratory reports — just enough to motivate the student to take the whole thing seriously. It would also mean that some sort of course certificate could be issued. It could even be associated with an efficiency payment to chemist contractors on a similar basis to that being negotiated at present with the British Medical Association.

During the discussion PROFESSOR A. R. ROGERS, Edinburgh, agreed that pharmaceutical education should give students a good scientific background that would enable them to cope with future developments, but wanted to know how to plan for unforeseen developments. MR. J. A. MYERS, Edinburgh, felt there should be regular refresher courses to enable pharmacists to keep up to date. How would it be possible to get those who wished to go on to do research or post-graduate work to come on to the register?

DR. CHILTON replied that it had been said that "lectures became obsolete with the invention of printing" and that it was the individual's responsibility to keep up with developments by means of the pharmaceutical journals. As to registration, it was wrong to encourage a person to do research or post-graduate work before gaining practical experience and becoming a member of the Pharmaceutical Society. In reply to MR. G. H. V. CAMPBELL, Tarbert, Loch Fyne, who asked how, "these super-educated pharmacists" could be induced to provide and maintain a proper pharmaceutical service in remote areas, far from scientific contacts, he said it could only be hoped that graduates going into general practice would adapt it to a form that would suit them, so long as a proper pharmaceutical service was maintained.

MR. A. COWAN, Bannockburn, disagreed that the full scope of present day pharmaceutical education was not necessary in general practice. The virtue of such training was that it enabled the pharmacist to appreciate the points of view of other pharmacists.

BRANCH EVENTS

MANCHESTER

Cannabis Warning

A POSSIBLE misinterpretation of the report of the Advisory Committee on Drug Dependence might suggest to some a relaxation in the supply of cannabis, said MR. A. HOWELLS (president of the Pharmaceutical Society) in Manchester on January 22. But not for one moment would the profession of pharmacy or the Government tolerate such a development that would affront the majority of people and discredit Britain in the eyes of the world. Mr. Howells, who was speaking at the annual dinner of Manchester Pharmaceutical Association, said that, as the apothecary measures and domestic spoons passed into history, the Society and pharmacists were resolved to teach the public rules of safety during the transition to the metric system and to minimise, if not rule out, the possibility of error by the patient. 150 members and friends were welcomed by MR. JOHN MORRIS (president of the Association). DR. KENNEDY CAMPBELL, medical officer of health, proposing the toast to the Pharmaceutical Society, spoke of the need for con- Society, spoke of the need for continuing contact and understanding between all the professions allied to medicine, and said that, while progress must be maintained in the major redevelopment that was proceeding in the Manchester area, the Pharmaceutical Society's views on the position of pharmacy in relation to the development of health centres was known and would be kept in mind.

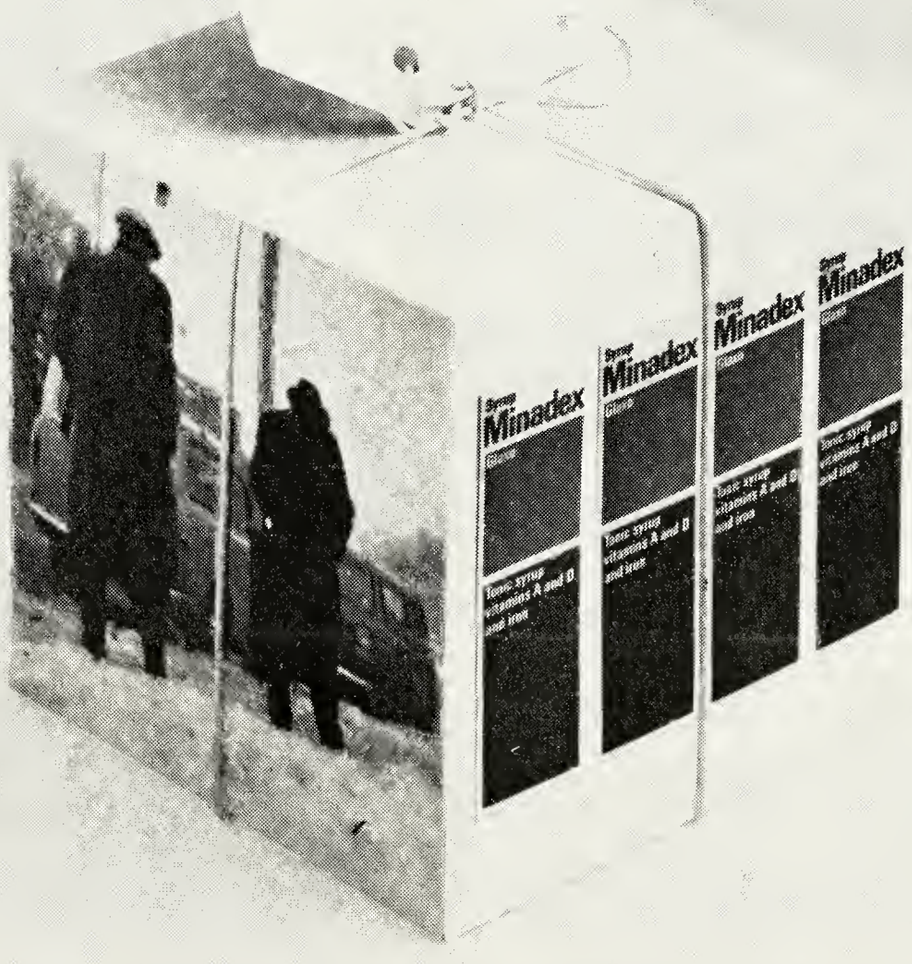
Snow and rain, colds and coughs.
Very depressing. But at least
business is bright. Plenty of
people will be in asking for
Minadex. Pleasant, stimulating
Minadex is so often
recommended for all the family
when winter undermines their
health. So winter is no time to be
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bright
side

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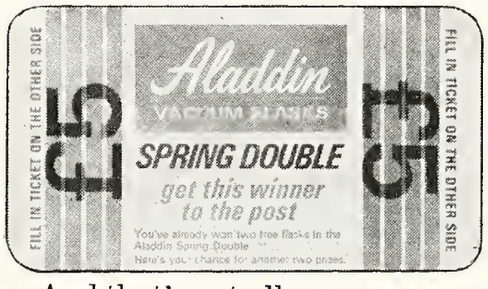
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STOCK UP WITH ALADDIN FLASKS AND YOU'RE ON A WINNER

Take a tip–bet heavily on Aladdin's 'Spring Double' and you'll win every time. Here's the form. Buy in the 'Spring Double' pack of 28 best-selling Aladdin flasks. Two are FREE – a first time out 23oz Continental plus a 16oz Escort in a new winning design. They're worth 21/3d. at recommended retail prices for a start. Study the list of runners for your total profit on an Aladdin 'Spring Double'.

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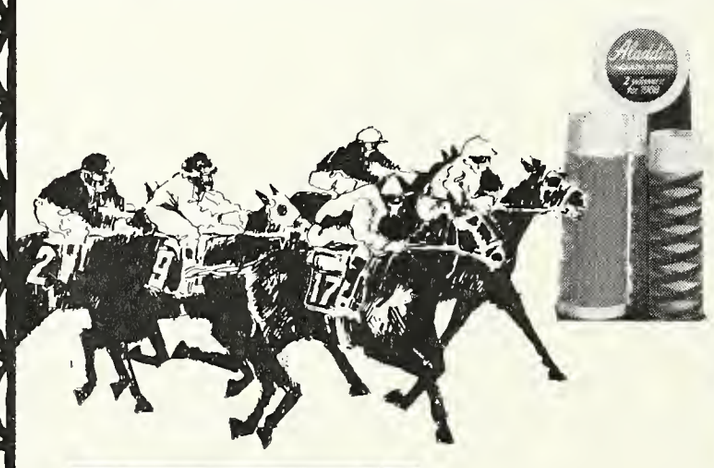
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4 x 8 oz. Continental	23/11	32/4
12 x 16 oz. Continental	80/7	109/-
3 x 23 oz. Continental	28/1	38/-
4 x 32 oz. Continental	43/-	58/4
2 x 16 oz. Escort	12/9	17/2
1 x 32 oz. Escort	10/3	13/11
	198/7	290/-
YOUR WINNING PROFIT	£4.11.5d.	



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TRADE REPORT

The prices given are those obtained by importers or manufacturers for bulk quantities or original packages. Various charges have to be added whereby values are augmented before wholesale dealers receive the goods into stock.

LONDON, FEBRUARY 12: Price movements during the week were generally confined to the handfull of commodities that have been fluctuating of late. In CRUDE DRUGS Alleppy green CARDAMOMS rose 5s. lb. for shipment and the prime seed by 2s. Zanzibar CLOVES were quoted at 15s. lb.—a rise of 2s. on the week. PODOPHYLLUM was up by another 10s. cwt. on the spot in the absence of offers from origin. KARAYA GUM was again sharply advanced by 55s. cwt. and QUILLAIA was firmer by 15s. cwt. because of the lateness of the new crop. Jamaican GINGER was practically unobtainable on the spot but some Nigerian was available at previous levels. Matto Grosso IPECACUANHA was sixpence to one shilling lb. up depending on delivery. Brazilian MENTHOL was down by sixpence lb. on the spot and GENTIAN lost some of its firmness as prices eased 10s. cwt. Shipment of Tinnevelly SENNA LEAVES from Tuticorin during January included 3 tons for the United Kingdom and 76 tons for the Continent. There were no PODS shipped during the month to Europe or to the United States. SAFFRON prices were again easier.

In ESSENTIAL OILS, BOIS DE ROSE was down threepence lb. for shipment and Madagascar CLOVE LEAF was three-halfpence lower. PETITGRAIN rose by one shilling lb. Some Spanish oils were firmer; they included Fennel (up 2s. 6d. lb.); PENNYROYAL (1s. 6d.) and ROSEMARY (one shilling).

Crude Drugs

ACONITE.—*Napellus*, 7s. 6d. lb. nominal.

AGAR.—Kobe No. 1, 18s. 6d. lb., c.i.f.; European, 16s., duty paid.

ALOES.—(per cwt.). Cape primes, 320s. spot; 285s., c.i.f. Curacao, 540s.; 530s., c.i.f.

BALSAMS.—(Per lb.). CANADA: 33s. c.i.f. 33s. 6d. to 34s. 6d. spot; COPAIBA: 10s., c.i.f.; 10s. 6d., spot; PERU: 13s. 9d., c.i.f., 14s., spot; TOLU: B.P., 13s.-14s.; genuine as imported, 41s. 6d., c.i.f.

BELLADONNA.—LEAVES, 3s. 8d. lb., spot; 3s. 6d., c.i.f.; HERB, 2s. 6d. and 1s. 10d., c.i.f.; ROOT, 1s. 11d. spot, 1s. 10d., c.i.f.

BENZOIN.—B.P.C., Spot, £25 to £42 per cwt.

BUCHU.—LEAVES, spot, 21s. lb.; 19s. 6d., c.i.f., for limited supplies.

CALUMBA.—Spot, 140s., cwt.; 130s., c.i.f.

CAMPHOR.—B.P. powder, 42s. kilo; 39s. c.i.f.

CARDAMOMS.—(Per lb.). Alleppy greens, 24s. 6d., c.i.f.; prime seed, 35s. 6d., c.i.f.

CASCARA.—Spot, 300s. cwt.; 280s., c.i.f.

CASSIA.—*Lignea*, whole, 500s. cwt., duty paid, nominal; 420s., c.i.f.

CHERRY BARK.—Thin natural, 3s. 2d. lb., spot; 2s. 11d., c.i.f.

CHILLIES.—Zanzibar, 350s. cwt. spot.

CINNAMON.—Seychelles bark, 450s. cwt., spot; 430s., c.i.f. Ceylon quills per lb., c.i.f., five 0's, 10s.; four 0's, 9s.; two 0's, 8s. 9d.; quillings, 5s.

CLOVES.—Zanzibar, 15s. lb. spot.

COCHINEAL.—(Per lb.). Canary Isles silver-grey, spot nominal; 37s. 6d., c.i.f., black brilliant, 45s., c.i.f. Peruvian silver-grey, nominal.

COCILLANA.—Bark, 3s. 6d. lb., spot; 3s. 3d., c.i.f.

COLOCYNTH PULP.—Spot and c.i.f., 4s. 6d. lb.

CUBEBS.—Spot quoted at 285s. cwt.

DANDELION.—Root, 500s. cwt. spot; 475s., c.i.f., nominal.

GENTIAN.—Spot, 300s., cwt.; 295s., c.i.f., nominal.

GINGER.—(Per cwt.)—Nigerian split, 160s., spot; peeled, 170s.

GUM ACACIA.—Kordofan cleaned sorts, 250s. cwt., spot; 245s., c.i.f.

HONEY.—(Per cwt. ex store). Australian light amber, 150s.; medium amber, 137s. 6d. Argentinian 150s.; Canadian, 180s.; Mexican, 135s.; Chinese, 122s. 6d.

HYDRASTIS.—35s. 6d. lb.; 34s. 6d., c.i.f.

HYOSCYAMUS.—*Niger*, 2s. lb.; 1s. 10d., c.i.f.

IPECACUANHA.—(Per lb.). Matto Grosso, 51s. 6d., spot; 50s. 6d., c.i.f.; Costa Rican, 60s., spot; 57s., c.i.f., nominal; Colombian, 52s. 6d., spot, nominal.

JALAP.—Mexican, 6s. 3d. lb. spot; 5s. 9d., c.i.f. Brazilian, 2s. 3d. nominal; 2s., c.i.f.

KARAYA.—No. 2 f.a.q. gum, 475s. cwt., spot; 450s., c.i.f.

KOLA NUTS.—West African halves, 8½d. lb.; 7½d., c.i.f.

LANOLIN.—ANHYDROUS, B.P., is quoted from 5s. 5d. to 6s. 0½d. kilo as to grade in 1-ton lots delivered free drums. Cosmetic grade, 6s. 5d.

LEMON PEEL.—Spot and c.i.f., 2s. 9d. lb., nominal.

LIQUORICE.—ROOT, Russian, 85s. cwt.; BLOCK JUICE. Anatolian, 250s. per cwt.

LOBELIA.—(lb.) Dutch, new crop, 4s. 2d., c.i.f.; 4s. 4d., spot. American, 12s. 9d., c.i.f.; 13s., spot.

LYCOPODIUM.—Spot, 50s. lb. nominal.

MACE.—Grenada No. 1, 9s. 6d. lb., spot.

MENTHOL.—(lb.). Chinese, 34s., spot, shipment, 32s., c.i.f. Brazilian, 26s.; spot, 24s. 9d., c.i.f.

MERCURY.—Spot, £223 per flask of 76 lb. ex warehouse.

NUTMEGS.—(Per lb., c.i.f.) West Indian, 80's, 6s. 4d.; sound assorted, 5s. 4d., defectives, 3s. 9d. East Indian, 80's, 5s. 9d.; 110's, 4s. 10½d., b.w.p., 3s. 5½d.

NUX VOMICA.—Shipment, 110s. cwt., c.i.f.

ORRIS.—Florentine, 520s. cwt., c. and f.

PEPPER.—(Per lb.) Sarawak white, 2s. 9d. on spot; 2s. 8½., c.i.f.; black, 2s. 4½d., spot; 2s. 2½d., c.i.f. Brazilian, 2s. 5½d., spot.

PIMENTO.—Shipment, 694s. cwt., c.i.f. delivered weights.

PODOPHYLLIUM.—*Emodi*, 340s., cwt. spot; shipment nominal.

QUILLAIA.—310s. cwt., spot; no shipment offers.

RHUBARB.—Various grades offered at from 9s. to 25s. per lb. spot.

SAFFRON.—Mancha superior, 650s. per lb.

SARSAPARILLA.—Spot cleared; no c.i.f. offers.

SEEDS.—(Per cwt.)—ANISE.—Spanish, 260s.; China star unselected, 260s., both duty paid. CARAWAY.—Dutch, 180s. CELERY.—Indian not available on spot, shipment, 355s., c.i.f. New crop (June-July), 290s., c.i.f. CORIANDER.—Moroccan, 74s., spot; shipment, 71s., c.i.f. Rumanian split, 65s., spot. CUMIN.—Iranian, 157s. 6d., duty paid; 137s. 6d., c.i.f. DILL.—Indian, 160s., spot; Chinese, 125s., duty paid. FENNEL.—Chinese, 115s., duty paid. FENUGREEK.—Moroccan, 72s. 6d., duty paid; 65s., c.i.f. MUSTARD.—English, 75s. to 100s. per cwt., as to quality.

SENEGA.—Canadian, spot, 29s. 9d. lb.; 29s. 6d., c.i.f. Japanese, 26s. in bond; Jan.-March shipment, 22s. 6d., c.i.f.

SENNA.—(Per lb.) Tinnevelly LEAVES spot; Prime No. 1, 2s. 2d.; No. 3, f.a.q., 1s. 4d.; shipment, No. 3, 1s. 2d., c.i.f. PODS: Tinnevelly hand-picked, spot, 2s. 2d.; manufacturing, 1s. 9d. Alexandria hand-picked, 5s. to 7s. as to grade; manufacturing forward, 2s. 3d., c.i.f.; spot, 2s. 4d.

SQUILL.—WHITE, 195s., cwt.; 185s., c.i.f.

STYRAX.—Spot, 21s.; 20s. 6d., c.i.f.

TANGERINE.—From 35s. to 45s. lb.

TONQUIN BEANS.—Para. 9s. lb., c.i.f. (10s. spot); Angostura seconds, 7s. landed.

TRAGACANTH.—No. 1, £285 cwt.; No. 2, £265 spot.

TURMERIC.—Madras finger, spot, 255s. cwt.; new-crop (March-April), 185s., c.i.f.

VALERIAN ROOT.—Indian, 380s. cwt. spot; 310s., c.i.f.; Continental, 400s.; 380s., c.i.f.

WAXES.—(Per cwt.) Bees', Dar-es-Salaam, 850s., Australian, 800s., both c.i.f. CANDELLIA, 550s., spot; CARNAUBA, fatty grey, 330s.; 305s., c.i.f.; prime yellow, 450s.; 415s., c.i.f.

WITCH HAZEL LEAVES.—4s. 4d. lb., spot; 4s 1d., c.i.f.

Essential and Expressed Oils

ALMOND.—Imported, 5s. lb. spot.

AMBER.—Rectified, spot, 1s. 6d. per lb.

BOIS DE ROSE.—Brazilian, 19s. 9d. lb. spot and 19s., c.i.f.

CADE.—Spanish, 2s. 3d. lb., drum lots.

CALAMUS.—Spot from 55s. to 65s. per lb.

CAMPHOR, WHITE.—Spot, 8s. kilo, duty paid; 7s., c.i.f.

CANANGA.—Java, 24s. per lb.

CITRONELLA.—Ceylon, 7s. 3d. per lb. spot, 7s. 2d., c.i.f.; Formosan, 6s., in bond; 6s. 6d., c.i.f.; Chinese, 5s. 1d., in bond; 5s. 1½d., c.i.f.

CLOVE.—(lb.) Madagascar leaf, shipment; 13s. 3d., c.i.f.; spot, 13s. 4½d., in bond, English-distilled bud, 66s. (1-cwt. lots).

FENNEL.—Spanish sweet, 16s. lb.

GERANIUM.—Bourbon, 97s.-100s. lb.

GINGER.—Imported (per lb.); Indian, 165s. Chinese, 80s., Jamaican, 175s.

LEMON.—Sicilian, 35s. to 45s. lb., c. and f.

LEMONGRASS.—Spot, nominal; 72s. 6d. kilo, c.i.f.

PENNYROYAL.—24s. lb., duty paid.

PEPPERMINT.—(Per lb.) *Arvenis:* Chinese, 9s. 9d., spot, 9s. 3d., c.i.f. Brazilian, 9s. 7½d., spot; 9s. 2d., c.i.f. (March-April). American *Piperita*, 40s. to 60s.; Italian, 95s.

PETITGRAIN.—Paraguay for shipment, 17s., c.i.f.; spot, 18s. per lb.

SAGE.—Spanish, 19s. per lb.

SANDALWOOD.—Mysore spot, 300s. kilo. East Indian, no offers.

SPEARMINT.—American, 52s. lb. Chinese spot, 65s. per kilo; shipment, 60s., c.i.f.

VETIVERT.—Bourbon, spot, 100s. per lb.

UNITED STATES REPORT

NEW YORK, FEBRUARY 11: The price of CELERY OIL was firm at a range of $22.50 - $28 per lb. Steadiness was reported in GENTIAN ROOT at 50 cents per lb. Price and supply balance was reported for ARECA NUTS offered about 28 cents for the powder. Because of the dock strike TRAGACANTH was dearer at from $6.30-$6.40 lb. for No. 1 ribbon. LAVENDER SPIKE OIL was firmer at from $3.30-$3.95 lb.

WORLD TRADE

Chilean Devaluation. — The Chilean central bank on January 31 devalued the escudo to a dollar parity of 7·90 escudos against 7·78 previously. The bank note rate is now 9·14-9·15 against 9·02–9·03 escudos per dollar.

India to Produce Gamma Globulin. —What is claimed, when completed, the world's "largest plant for production of gamma globulin and albumin" is being set up at Faridabad, near New Delhi. The Rs. 7 million plant now being set up by an Indian firm with Bulgarian collaboration is expected to go into production in a year's time.

India Exports Penicillin to Jugoslavia. — The first consignment of penicillin was dispatched to Jugoslavia from the Indian state-owned antibiotics factory at Rishikesh on January 25. Eighty-three cases containing 1·16 metric tons of fortified procaine benzyl penicillin and 0·35 metric tons of penicillin sodium salt worth about Rs. 250,000 were dispatched.

U.S. Subsidiary in India. — The United States Government has extended a loan of Rs. 8 million to Searle (India), Ltd., Bombay, to help it set up a factory to produce contraceptives and other pharmaceuticals. The loan agreement was signed on January 22. Searle (India), a subsidiary of G. D. Searle & Co., Chicago, U.S.A., plans to export most of its production.

PATENTS

COMPLETE SPECIFICATIONS ACCEPTED
From the "Official Journal (Patents)," February 5

Fungicidal agents. Farbenfabriken Bayer, A.G. 1,145,583.

5-*Nitrofurfural* 3,5-*dinitrosalicyloyl-hydrazone.* Salsbury Laboratories. 1,145,599.

Pharmaceutical composition. E. C. Bartan-Wright. 1,145,623.

19-*Nor-steroids and process for their manufacture.* CIBA, Ltd. 1,145,631.

Sympathomimetic amine. Dr. L. Zambeletti, S.p.A. 1,145,637.

Process for the manufacture of 5β-H-6-keto-steroids. F. Hoffmann-la Roche & Co., A.G. 1,145,641.

6-*Keto-Δ⁷-steroids.* F. Hoffmann-la Roche & Co., A.G. 1,145,642.

5α-*H-6-Keto-steroids.* F. Hoffmann-la Roche & Co., A.G. 1,145,643.

Pregnane derivatives. F. Hoffmann-la Roche & Co., A.G. 1,145,644-46.

5α-*H-6-Keto-steroids.* F. Hoffmann-la Roche & Co., A.G. 1,145,647.

Pregnane derivatives. F. Hoffmann-la Roche & Co., A.G. 1,145,648-51.

Pyrazino [2,3-6]-*pyrazine derivatives.* Soc. Farmaceutici Italia. 1,145,730.

Means for administering medicaments. H. S. Russell. 1,145,734.

Phytoactive compositions. Uniroyal, Inc. 1,145,768.

Heart valve prosthesis. Edwards Laboratories, Inc. 1,145,816.

Substituted thiophen derivatives. Pfizer, Ltd. 1,145,867.

Fluoro homo steroid derivatives. Syntex Corporation. 1,145,901.

Process for producing an antifungal and anti-protozoal substance. Green Cross Corporation. 1,145,905.

Production of 4¹-demethyl-epipodophyllotoxin and intermediates therefor. Sandoz, Ltd. 1,145,909.

5β, 6β-*Methylene-steroids.* Syntex Corporation. 1,145,975.

Benzimidazole derivatives having biocidal properties. Fisons Pest Control, Ltd. 1,145,984.

Selective herbicides and/or defoliants. H. Schwartz. 1,146,049.

Sulphuric acid esters of sorbitol and their uses as antipeptic ulcer agents. Meito Sangyo, K.K. 1,146,006.

Pharmaceutical tetracycline-oxazine derivative compositions. Istituto Chemioterapico Italiano, S.p.A. 1,146,020.

Cyclocarboxanilides and herbicidal compositions containing them. H. Schwartz. 1,146,050.

Steroids and the manufacture thereof. Upjohn Co. 1,146,053.

2-*Halogenbenzimidazole derivatives and insecticidal compositions containing them.* Agripat, S.A. 1,146,059.

Hair dyeing agents. Therachemie Chemisch Therapeutische, G.m.b.H. 1,146,061.

Benzoic acid derivative, process for its preparation and opacifying composition containing the same. Laboratoires Andre Guerbet. 1,146,133.

1-(3,5-*Dihalo*-4-*hydroxy-phenyl*)-2-(*aryloxy- or arylalkyl-isopropylamino*)- *propanols, process for their preparations and therapeutic composition containing same.* Laboratoires Houde. 1,146,139.

Hair lacquers. Mitsubishi Rayon Co., Ltd., and Goo Chemical Industry Co., Ltd. 1,146,155.

Nicotinamide derivatives having an analgesic, anti-inflammatory, antipyretic and anti-histaminic action, method for their preparations and therapeutical use. Stabilimenti Chimicofarmaceutici Dr. R. Ravasini & Cia, Sp.A. 1,146,183.

Process for thinning aqueous inorganic dispensations of solids. Henkel & Cie, G.m.b.H 1,146,245.

Electromotively operated shaving equipment. Gillette Co. 1,146,247.

British patent specifications relating to the above will be obtainable (price 4s. 6d. each) from the Patents Office, 25 Southampton Buildings, Chancery Lane, London, W.C.2, from March 19.

TRADE MARKS

APPLICATIONS ADVERTISED BEFORE REGISTRATION
"Trade Marks Journal," January 29, No. 4718

BACVIT, 929,253, by A. H. Robins, Co., Inc., Richmond, Virginia, U.S.A. *For pharmaceutical preparations and substances, all containing vitamins* (5)

ESCORT, 929,797, by Ronson Products, Ltd., London, E.C.2. *For electrically operated hair drying machines and fittings* (7)

Device, 923,917, by Kodak, Ltd., London, W.C.2. *For photographic, cinematographic and optical apparatus and parts and fittings etc.* (9)

HAPPIE, B923,565, and HAPPIES, B923,566, by Kimberley Clark Corporation, Neenah, Wisconsin, U.S.A. *For babies' napkins, and lining sheets therefor* (16)

NORA, 918,208, by Siemens Electrogerate, G.m.b.H., Munich, Germany. *For electric and non-electric toothbrushes* (21)

"Trade Marks Journal," February 5, No. 4719

ITEK RS, 917,132, by Itek Corporation, Lexington, Massachusetts, U.S.A. *For chemicals for use in photography and in photographic duplicating; sensitised paper and sensitised photographic film* (1)

GOLDEN SPADE, 921,836, by Eric Bowles (Compost), Ltd., Eynesbury, St. Neots, Huntingdonshire. *For chemical products for use in agriculture, horticulture and forestry; etc.* (1)

FUJI DIRECT POSITIVE, 923,945, by Fuji Shashin Film, K.K., Ashigarakamigun. Kanagawa-Prefecture, Japan. *For plates, films and paper, all being sensitised; chemical preparations and substances; all for photographic purposes and for use in direct positive copying processes* (1)

KHK, 924,996, by Kyowa Hakko Kogyo, K.K., Tokyo, Japan. *For chemical products for use in science and photography; chemical products for use in agriculture, horticulture and sylviculture; etc.* (1)

NINTEX, 930,355-56, by Shellstar, Ltd., London, S.E.1. *For chemical products for use in agriculture, horticulture and forestry, etc.* (1); *and for insecticides, larvicides, fungicides, pesticides, preparations for killing weeds and destroying vermin* (5)

BAREFOOT BY POND'S, B904,997, by Chesebrough-Pond's, Ltd., London, N.W.10. *For non-medicated toilet and cosmetic preparations for the feet; all being goods for sale in the United Kingdom and for export to the Republic of Ireland and the Channel Islands* (3)

THAT LOOK, B911,448, by Bristol-Myers, Co., New York, U.S.A. *For cosmetics; perfumes; non-medicated toilet preparations; essential oils; toilet soaps; and shampoos for the hair and scalp* (3)

CALMOCOR, 914,418, by INTEC Proprietaries, Ltd., Morden, Surrey. *For soaps, perfumes, non-medicated toilet preparations, essential oils, cosmetics, hair lotions, dentifrices; non-medicated toilet preparations for babies; and toilet articles* (3)

DANA (device), 915,711, by Dana (England), Ltd., London, S.W.1. *For non-medicated toilet preparations, cosmetic preparations, perfumes, essential oils, soaps, shampoos, dentifrices, preparations for the hair, depilitory preparations, toilet articles; perfumed cards, perfumed sachets, perfumed paper* (3)

HAPPY FACE, B917,411, by Gillette Co., Boston, Massachusetts, U.S.A. *For cosmetics and non-medicated toilet preparations* (3)

HOLIDAY MAGIC, B918,771, by Holiday Magic, Inc., San Rafael, California, U.S.A. *For skin toning preparations, skin cleansing preparations, skin cream, make-up base preparations, face powder and eye shadow, all being non-medicated toilet preparations or cosmetic preparations; rouge, eye-brow pencil, mascara, lipstick, nail polish; shampoos, rinsing preparations, spray preparations, and wave setting preparations, all for hair; and nail polish removing preparations* (3)

ON DUTY, B925,061, by Avon Cosmetics, Ltd,. Northampton. *For cosmetic preparations and non-medicated toilet preparations* (3)

POLYPOWER, 926,339, by Linday-Polysulphin, Ltd., Cockfosters, Barnet, Herts. *For soaps; perfumes, perfumed non-medicated toilet preparations, essential oils, cosmetics, hair lotions; and dentifrices, etc.* (3)

ELIDA SUCCESS, 928,081, by Unilever, Ltd., Port Sunlight, Birkenhead, Ches. *For soaps, perfumes, non-medicated toilet preparations, essential oils, cosmetics, preparations for the hair and dentifrices* (3)

BHAVNEETA (device), 930,356, by Ramniklal Karamshi Shah, London, N.W.1 *For cosmetics* (3)

ST. IVEL, 877-500-1, by Aplin & Barrett, Ltd., Yeovil, Somerset. *For all goods for personal and domestic use* (3) *and for infants', invalids' and dietetic foods; disinfectants for personal and domestic use* (5)

KILBAC, 918,155, by G. H. Wood & Co., Ltd., Toronto 18, Ontario, Canada. *For insecticides, deodorants and disinfecting preparations, none being for agriculture or horticultural purposes* (5)

CEPLAC, 920,603, by Berk Pharmaceuticals, Ltd., Godalming, Surrey. *For preparations in tablet form containing dye in an antiseptic base, for use as an aid to oral hygiene by staining bacterial plaque and food debris to facilitate cleaning of the teeth* (5)

MAXAGLOBAN, 921,143, by Behringwerke, A.G., Marburg/Lahn, Germany. *For preparations and substances for veterinary use all consisting of, containing or derived from gammaglobulin* (5)

ENDOPASMOL, 921,960, by Organon Laboratories, Ltd., Morden, Surrey. *For medicines and pharmaceutical preparations, all for use in the treatment of muscular spasms* (5)

INFRASELTZA, 922,471, by British Chemotheutic Products, Ltd., Bradford, Yorks. *For effervescent pharmaceutical preparations comprising mineral salts, ginger and capsicum extractives, for internal use* (5)

OVACRON, 923,575, by CIBA, Ltd., Basle, Switzerland. *For chemical preparations for killing weeds and destroying vermin; insecticides* (5)

BONAKIDDI, B924,280, by Pharmaton, Ltd., Lugano, Switzerland. *For pharmaceutical preparations suitable for children* (5)

TELMIVER, 924,344, by Roche Products, Ltd., Welwyn Garden City, Herts, and RYNAHALER, 930,601, by Fisons Pharmaceuticals, Ltd., Loughborough, Leics. *For pharmaceutical, veterinary and sanitary substances* (5)

MYOLAX, B924,876, by Organon Laboratories, Ltd., Morden, Surrey. *For neuromuscular blocking agents being pharmaceutical preparations for human and veterinary use* (5)

STERETHOX, 924,936, by Imperial Chemical Industries, Ltd., London, S.W.1. *For sterilising preparations and substances; disinfectants, sanitary substances; and fumigating preparations (not for food and not being perfumes)* (5)

ERYCEN, 925,386, by Berk Pharmaceuticals, Ltd., Godalming, Surrey; JUNICON, 926,090, by J. R. Geigy, A.G., Basle, Switzerland; and UNIROID, 930,241, by Unigreg, Ltd., London, S.W.19. *For pharmaceutical preparations and substances* (5)

MUCOPENT, 926,973, by C. H. Boehringer, Sohn, Ingelheim am Rhein, Germany. *For pharmaceutical and veterinary preparations; disinfectants and antiseptics; all having mucolytic properties* (5)

SANKEF, 929,923, by Sandoz Products, Ltd., Horsforth, Leeds, Yorks. *For pharmaceutical products* (5)

VULPARIL, 929,966, by CIBA, Ltd., Basle, Switzerland. *For chemical preparations for killing weeds, and destroying vermin* (5)

VIRILMIN, 927,867, by Unigreg, Ltd., London, S.W.19. *For pharmaceutical preparations of vitamins and minerals, all for human use* (5)

TUBOTIN, 930,236, by May & Baker, Ltd., Dagenham, Essex. *For fungicides for agricultural and horticultural use, consisting of or containing tin* (5)

DONIMED, 930,665, by Novo Industri, A/S, Copenhagen N, Denmark. *For medicinal and pharmaceutical preparations* (5)

MEDIJEL, 931,093, by D.D.D. Co., Ltd., Watford, Herts. *For pharmaceutical preparations in gel form* (5)

FOTOR-ITE, B916,325, by Gevaert Agfa, N.V., Mortsel, Belgium. *For photographic and cinematographic apparatus, etc.* (9)

TECS, 930,304, by Secol, Ltd., Thetford, Norfolk. *For mountings and frames for photographic transparencies* (9)

NYFINE, 930,585, by E. Sallis, Ltd., Basford, Nottingham. *For elastic stockings for medical or curative purposes* (10)

GALA, 878,520, by Gala of London, Ltd., London, W.1, and Surbiton, Surrey. *For non-medicated paper tissues for cosmetic purposes* (16)

FLAMINGO 924,296, by British Tissues (Bridgend), Ltd., London, E.C.4. *For toilet paper, paper handkerchiefs, and paper tissues (not medicated)* (16)

SILDURO, 922,610, by N. V. Gerofabriek, Zeist, Holland. *For combs, hair brushes, etc.* (21)

TESCO (device), 929,548, by Tesco Stores, Ltd., Cheshunt, Waltham Cross, Herts. *For combs, sponges, brushes, etc.* (21)

SUNNY SMILE, 931,398, by Sunny Smile, Ltd., Eaton, Socon, St. Neots, Huntingdonshire. *For toilet sets (sold complete); combs; and brushes, etc.* (21)

COMING EVENTS

Items for inclusion under this heading should be sent in time to reach the Editor not later than first post on Wednesday of the week of insertion.

Sunday, February 16

CARDIFF PHARMACISTS' COMMITTEE, Great hall, University of Wales Institute of Science and Technology, King Edward VII Avenue, Cathays Park, Cardiff, at 2 p.m. Meeting addressed by the Home Secretary.

Monday, February 17

ABERDARE, BRIDGEND, BRECONSHIRE, MERTHYR TYDFIL, PONTYPRIDD AND RHONDDA VALLEY AND RHYMNEY AND SIRHOWY VALLEY'S AMALGAMATED BRANCH, NATIONAL PHARMACEUTICAL UNION, New inn, Pontypridd, Glamorgan, at 7.45 p.m. Mr. J. McClenahan (assistant secretary and local organisations officer, N.P.U.) on "Metrication."

BIRKENHEAD BRANCH, PHARMACEUTICAL SOCIETY, Railway inn, Meols, at 8 p.m. Speaker: Mrs. Zena Scott Archer (a member, Association of British Detectives).

GUILDFORD BRANCH, PHARMACEUTICAL SOCIETY, Prince of Wales hotel, Guildford, at 7.30 p.m. Buffet supper and film evening arranged by Allen and Hanburys, Ltd.

NORTHAMPTON BRANCH, PHARMACEUTICAL SOCIETY, Plough hotel, Bridge Street, Northampton, at 8 p.m. Mr. J. B. Stanford on "Changes in Forensic Pharmacy." (Lecture course).

RETAIL ALLIANCE, Victoria hotel, Milton Street, Nottingham, at 7.30 p.m. Decimalisation meeting.

Tuesday, February 18

BOURNEMOUTH BRANCH, NATIONAL PHARMACEUTICAL UNION, New Bell inn, Pokesdown, at 7.30 p.m. Mr. T. C. Coleman (crime prevention officer) on "Security." (Members only).

EPSOM AND SUTTON BRANCHES, PHARMACEUTICAL SOCIETY and NATIONAL PHARMACEUTICAL UNION, Charter inn, High Street, Epsom, at 8 p.m. Mr. K. B. K. Davis on "Dispensing and Prescribing in the Metric System."

LEICESTER AND LEICESTERSHIRE BRANCH, PHARMACEUTICAL SOCIETY, Postgraduate medical centre, New Bridge Street, Leicester, at 7.45 p.m. Mr. J. K. Crellin on "Pharmaceutical and Medical Antiques—Collecting and Investing."

NEWPORT AND MONMOUTHSHIRE BRANCH, NATIONAL PHARMACEUTICAL UNION, Westgate hotel, Commercial Street, Newport, at 7.45 p.m. Mr. J. McClenahan (assistant secretary and local organisations officer, N.P.U.) on "Metrication."

NORTH STAFFORDSHIRE BRANCH, PHARMACEUTICAL SOCIETY, Medical institute, Hartshill, Stoke-on-Trent, at 7.45 p.m. Mr. J. Dean (Photopia, Ltd.) on "Photographing for Pleasure."

SHEFFIELD BRANCH, PHARMACEUTICAL SOCIETY, Royal Victoria hotel, Sheffield, at 8 p.m. Mr. J. E. Balmforth (member of Council) on "Current Pharmaceutical Affairs."

TEES-SIDE BRANCH, PHARMACEUTICAL SOCIETY, Corporation hotel, Middlesbrough, at 7.45 p.m. Mr. J. T. Mearns (Technical College, Bristol) on "Drug Dependence a Social Disease."

THANET BRANCH, PHARMACEUTICAL SOCIETY, Endcliffe hotel, Cliftonville, at 7.45 p.m. Mr. S. F. Hall (pharmaceutical assessor, Dunlop Committee) on "Work of the Dunlop Committee."

Wednesday, February 19

AYLESBURY BRANCH, PHARMACEUTICAL SOCIETY, Unigate Creameries, Bicester Road, Aylesbury, at 7.30 p.m. Cheese and wine evening.

BOURNEMOUTH BRANCH, PHARMACEUTICAL SOCIETY, Medical centre, Boscombe, at 1.15 p.m. Miss B. Warne on "Nurse Training 1969." At Cornelia nurses' hostel, Poole, Dr. P. Liebling on "What Tablet is This?"

GRIMSBY BRANCH, PHARMACEUTICAL SOCIETY, Meeting cancelled.

MICROBIOLOGY GROUP, SOCIETY OF CHEMICAL INDUSTRY. Microbiological Research Establishment, Porton, Salisbury, Wilts., at 10.30 a.m. Symposium on development of viral vaccines. Until February 21.

NORTH METROPOLITAN AND ENFIELD BRANCHES, NATIONAL PHARMACEUTICAL UNION, Arnos Arms hotel, Arnos Grove, Bowes, Road, London, N.13. Meeting on "Metrication in the Pharmacy."

OFFICE OF HEALTH ECONOMICS, Imperial College of Science and Technology, London, S.W.7, at 6 p.m. Mr. G. Teeling-Smith (director, Office of Health Economics) on "Relationships with Government."

PHARMACEUTICAL SOCIETY OF GREAT BRITAIN, 17 Bloomsbury Square, London, W.C.1, at 7 p.m. Mr. A. D. Thornton-Jones (joint secretary, Joint Formulary Committee) on "The Changeover to the Metric System."

RETAIL ALLIANCE, Town hall, Luton, 7.45 p.m. Decimalisation meeting.

ROYAL INSTITUTE OF CHEMISTRY, College of Technology, Luton, at 7.30 p.m. Professor A. H. Beckett (Chelsea College) on "Problem of Dope in Society and Sport, and Some Methods for its Control."

SOUTHEND BRANCH, PHARMACEUTICAL SOCIETY, Garons banquting suite, High Street, Southend-on-Sea, Essex, at 7 p.m. Annual dinner and dance.

Thursday, February 20

AYRSHIRE BRANCH, PHARMACEUTICAL SOCIETY, Savoy Park hotel, Ayr, at 7.30 p.m. Demonstration by Mr. W. Gorman (Max Factor Hollywood and London (Sales), Ltd.).

BIOLOGICAL METHODS GROUP SOCIETY FOR ANALYTICAL CHEMISTRY, 17 Bloomsbury Square, London, W.C.1, at 2.30 p.m. Mr. H. P. Lambert (St. George's hospital) on "Clinical Backgruond of Penicillin Hypersensitivity," Mr. F. R. Batchelor (Beecham Research Laboratories) on "Control Methods for Allergenic Impurities in 6-APA and Penicillins," and Mr. P. W Muggleton (Glaxo Research, Ltd.) on "Correlation of Laboratory and Clinical Observations on Hypersensitivity to β-Lactam Antibiotics."

BLACKPOOL BRANCH, PHARMACEUTICAL SOCIETY, Imperial hotel, Blackpool, at 7.45 p.m. Mr. M. M. Imrie (National Cash Register Co., Ltd.) on "Decimalisation and the Retail Pharmacist."

BRADFORD BRANCH, PHARMACEUTICAL SOCIETY, Midland hotel, Bradford, at 8 p.m. Speaker: Dr. Turner (Bradford Medical Officer of Health).

DARTFORD BRANCH, PHARMACEUTICAL SOCIETY, Blue room, Royal Victoria and Bull hotel, High Street, Dartford, at 8 p.m. Mr. J. Charlton (assistant secretary, N.P.U. and Central N.H.S. (Chemist Contractors) Committee) on "Remuneration and the N.H.S."

DONCASTER AND GOOLE BRANCH, NATIONAL PHARMACEUTICAL UNION, Post-graduate teaching centre, Doncaster Royal Infirmary, at 8 p.m. Mr. A. D. Thornton-Jones (joint secretary, Joint Formulary Committee) on "B.P.C. 1968—Changeover to Metrication."

DUNDEE AND EASTERN SCOTTISH BRANCH, PHARMACEUTICAL SOCIETY. Visit National Cash Register Co., Ltd., Gourdie factory, at 7 p.m.

HARROGATE BRANCH, PHARMACEUTICAL SOCIETY, Marlborough cafe, 3 Oxford Street, Harrogate, at 7.45 p.m. Mr. W. M. Darling (vice-president of the Society on "What is Wrong with Pharmacy?"

LEICESTER AND LEICESTERSHIRE BRANCH, PHARMACEUTICAL SOCIETY, Bell hotel, Leicester, at 7.30 p.m. Dinner and dance.

LIVERPOOL BRANCH, GUILD OF PUBLIC PHARMACISTS, Liverpool clinic, Rodney Street, Liverpool, at 6.30 p.m. Speakers Mr. W. A. Little on "Radiopharmaceutics," and Mr. K. Gisborne on "Return to El Alamein."

ROYAL SOCIETY, 6 Carlton House Terrace, London, S.W.1, at 4.30 p.m. Sir Peter Medawar on "Immunosuppressive Agents, Especially Antilymphocytic Serum."

Friday, February 21

SOUTH-WEST LONDON CHEMISTS' ASSOCIATION, Lambeth town hall, London, S.W.2, at 8 p.m. Dr. E. J. Shellard on "Pharmacy in Poland."

Advance Information

RETAIL ALLIANCE. A meeting on decimalisation for retailers is being held at Lower Guildhall, Queen's Parade, Plymouth, at 7 p.m. on February 26.

SQUARE ASSOCIATION and STUDENTS' UNION, SCHOOL OF PHARMACY, London University. Connaught rooms, Great Queen Street, London, W.C.2. at 7.30 p.m. on March 7. Annual sessional ball. Tickets (price £6 double; £3 single) from Mr. B. Thompson (Treasurer, Students' Union, School of Pharmacy, 29 Brunswick Square, London, W.C.1).

PRINT AND PUBLICITY

PRESS ADVERTISING

HOPKIN & WILLIAMS, LTD., Chadwell Heath, Essex: "3-Methylbenzothiazol-2-one hydrazone hydrochloride reagent for aldehydes" (4-p. monograph).

I.C.I. FIBRES, LTD., 68 Knightsbridge, London, S.W.1: "Bri-Nylon in Workwear" (12-p. brochure).

MAW'S PHARMACY SUPPLIES, LTD., Barnet, Herts. Rakusen's Slimma in *Woman*, *Woman's Own*, *Woman's Realm*, *Hers* and *True*.

W. B. CARTWRIGHT, LTD. (distributors), Rawdon, Leeds, LS19 7YA. Dulsils. In *Sunday Express* and *TV Times*. Until April.

PRINTED MATTER

Price Lists

RALPH EMANUEL, LTD., 264 Water Road, Alperton, Middlesex. Organic research chemicals, 1969.

WILLIAM RANSOM & SON, LTD., Hitchin, Herts. Pp. 48 (Home list). Illustrated.

Folders and Leaflets

PHARMACEUTICAL SPECIALITIES (MAY & BAKER), LTD., Dagenham, Essex: Tixylix (4-p. folder).



NEW PACK: Outer of 1 doz. Cushion Grip, carrying a selling message on the two small wings. Makers are White Laboratories, Ltd., Penarth Street, London, S.E.15.

Prescribers' Press

What doctors are reading about developments in drugs and treatments

A NOVEL form of treatment for otitis externa has been studied by a worker at the London Hospital and found effective. The medicament (Locortcn-Vioform) was prepared by the manufacturer (CIBA Laboratories, Ltd.) in the form of "tampons" made by incorporating in a suppository base 0·02 per cent. of flumethasone and 3 per cent. of cloquinol moulded on to a spill of cotton wool using different-sized hard-gelatin capsules as mould. In use, the mould is removed and the tampon inserted in the ear, excess cotton wool being trimmed off if necessary. The tampon was left in position for a week, then renewed if the condition required it. In some trials, in which the gelatin mould was not removed before insertion, it apparently softened quickly, allowing the medicament to diffuse out, giving "equally good, if not better" results. In a study of forty-six patients the regimen produced complete resolution of the condition in 89 per cent. of cases, usually within ten days to two weeks (*Practitioner*, February, p. 269).

A COMPARISON of the use of pollen extracts before and during the season in the treatment of hay fever and pollen asthma has been carried out by workers at the Wright-Fleming Institute of Microbiology, St. Mary's Hospital, London. Three groups, each of about 100 patients, were given either Allpyral (alum-precipitated pyridine extract of grass pollen), before or during the season, or depôt injections of methylprednisolone (Depo-Medrone). Both pre-seasonal Allpyral and Depo-Medrone afforded relief in more than 70 per cent. of patients treated but, used co-seasonally, Allpyral produced a degree of improvement (53·8 per cent.) previously shown to be consistent with a placebo response. The authors consider that suppression of pituitary-adrenal function with long-term steroid is not justified in a benign condition such as hay fever (*B.M.J.*, February 8, p. 357).

THE value of high- and low-dosage anticoagulants after cardiac infarction has been assessed by a working party of the Medical Research Council. Two dosage regimens were used. In the first, heparin was administered for thirty-six hours, together with a thrombotest-controlled dose of phenindione (mean 72 mgm. daily). In the low-dosage tests 4 mgm. of phenindione was given the first day, 2 mgm. the second, then 1 mgm. daily. Both regimens were continued for twenty-eight days. There was no significant reduction in mortality in the high-dosage group, though a reduction in frequency of clinically evident thromboembolic complications (*B.M.J.*, February 8, p. 335).

CONTEMPORARY THEMES

Subjects of contributions in current medical and technical publications

SLEEP, DREAMING AND DRUGS. *Proc. roy. Soc. Med.*, February, p. 151.

AMETHOPTERIN-INDUCED and spontaneous death of L1210 leukaemia cells *in vivo*. *Nature*, February 8, p. 576.

2-(4-CHOROPHENYL)THIAZOL-4-YLACETIC ACID (MYALEX): a new compound with anti-inflammatory, analgesic and antipyretic activity. *Nature*, February 8, p. 582.

ANALYTICAL SEPARATIONS of mixtures of hallucinogenic drugs. *Bull. Narcot.*, January-March, p. 47.

DISSOLUTION RATES of sparingly soluble tablets. *J. Pharm. Pharmacol.*, February, p. 65-71.

PLASTIC CONTAINERS. Drop testing of. *J. Soc. cosmet. Chem.*, January 8, p. 3.

CORTICOTROPHIN. Effect of on skeletal maturation and linear growth. *Lancet*, February 8, p. 287.

ASSESSMENT of short-term anticoagulant administration after cardiac infarction. *Brit. med. J.*, February 8, p. 335.

SUMMER HAY-FEVER. Comparison of preseasonal and coseasonal Allpyral with Depo-Medrone in *Brit. med. J.*, February 8, p. 357.

EAR DRESSINGS in the treatment of otitis externa. *Practitioner*, February, p. 269.

BLOOD UREA estimation in general practice—Azostix and Urastrat. *Practitioner*. February, p. 280.

THE DISTILLATION OF ESSENTIAL OILS. *Tropical Science*, 1968 No. 3, p. 136.

NEW COMPANIES

P.C.=Private Company. R.O.=Registered Office.

H. H. WAUGH, LTD. (P.C.).—Capital: £100. To carry on the business of chemists and druggists, etc. Subscribers: Leonard H. Lewis and Francis A. Dean, 12 Norfolk Street, London, W.C.2.

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S. & R. BLOOM (DRUG STORES), LTD. (P.C.)—Capital: £1,000. Directors: Ronald D. Bloom, Norman H. Davis and Stewart D. Bloom. R.O.: 47 Queen Anne Street, London, W.1.

COMMERCIAL TELEVISION

The information given in the table is of number of appearances and total screen time in seconds. Thus 7/105 means that the advertiser's announcement will, during the week covered, be screened seven times and for a total of 105 seconds.

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Anadin	1/30	3/90	2/60	1/30	2/60	2/60	1/30	2/60	4/120	2/60	2/60	2/60	1/30	—	2/60
Andrews liver salts	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45
Askit powders	—	—	—	—	4/42	—	—	—	—	—	—	3/29	2/30	—	—
Buttercup syrup	—	—	2/22	2/22	—	—	—	—	—	—	—	—	—	—	—
Dentu-Creme	—	—	—	—	3/90	—	—	—	—	—	—	—	—	—	—
Milk of Magnesia	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45	3/45
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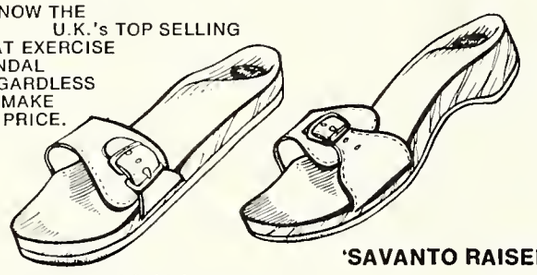
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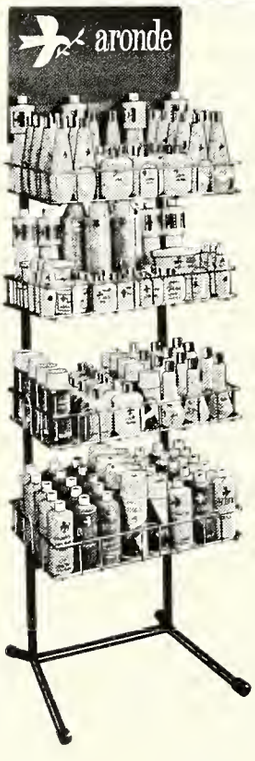
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Royal Free Hospital Group
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New Southgate Group
Hospital Management Committee
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BEAUTY BUSINESS



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Ann Rossiter gives you. . .

10 good reasons for selling Bronnley soap



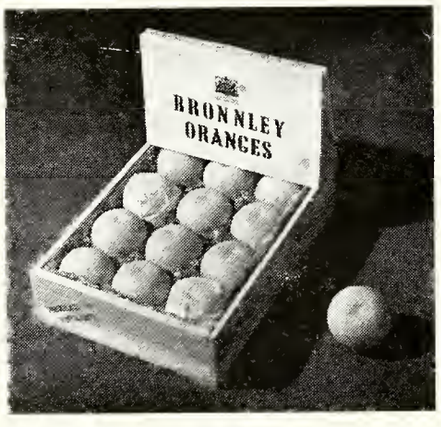
*** BRONNLEY is essentially a family business and, in this world of take-overs and mergers, is one of the few in its field that is still privately owned. The House was founded in 1883 by my grandfather, and so our expertise goes back for several generations.**

* BRONNLEY soaps are all triple-milled (in fact we were the first people in England to adopt this process) and the perfume and the superfatting ingredients are in every morsel of each tablet you sell, and you can use a BRONNLEY soap until the last, thin-as-a-sixpence sliver.



* BRONNLEY makes all kinds of soap for all kinds of people. Our Turtle Oil soaps, for instance, come in a fabulous bouquet of flower garden fragrances . . . scents such as Lavender, English Rose, Wallflower, Verbena, Rose Geranium, English Fern and Carnation.

* BRONNLEY's lemon-scented, lemon-shaped soaps are established favourites in their neat straw punnets or husky wooden crates. Now there are soaps that look like oranges or avocado pears or strawberries, too.



* BRONNLEY also market a variety of soaps with an extra 'plus' . . . like their Sponge Soap (a luxuriously perfumed soap presented in a square of softest sponge. It floats, too!) Or . . .

* BRONNLEY's chunky Shower Ball, an 8 ounce handful of soap threaded on a thick white rope, guaranteed to appeal to any age from tot to nonagenarian.



* BRONNLEY has a way with gifts, as well. Spice jars filled with colourful seashell soaps . . . guest size soaps laced with turtle oil come six to a box to make a charming 'thank-you-for-having-me' gift for a hostess . . . and pretty, de luxe soaps: exquisite soaps ringed with a formalized flower design, presented in rich, velvety packaging.

* BRONNLEY soaps can be matched with other super goodies for the bathroom: exhilarating Bubble Bath, After Bath Cologne, Talcum Powder and bland and beautifying Hand and Body Lotion.

* BRONNLEY soaps come in such a wide choice of colours that, if your customer is extra decor-conscious, you'll still be able to find a soap to match or complement her bathroom.

* Last, but not least, BRONNLEY give lots of thought to the way our lines are packaged, and the design of our display units. The sell-outs are contrived to look good, take up the minimum of precious counter space and be easy to keep fresh and clean.

I know that our soaps are tops . . . but BRONNLEY aims too, to make your job of selling BRONNLEY soaps as simple—and enjoyable—as possible.

Editorial consultant:
ELIZABETH ANDERSON

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With you in mind . . .

All the features in this 'Beauty Business' Supplement have been written with *you*—the cosmetic salesgirl—very much in mind. Let's hope you'll find it informative and entertaining, and helpful in your day-to-day work.

We hope you are going to find this Supplement interesting and attractive both to read now and to file away for future reference. Could be, it will mark the beginning of a collection building up to provide you with a fascinating background to the whole beauty business.

It *is* you, the salesgirl, who plays the *most* important part in this £100-million-a-year-plus business. Whatever expertise the backroom boffins have, however much scientific skill goes into the formulation of new products, after all the research is completed, and immense advertising know-how expended in launching a new product . . . it is only you who come face to face with the customer, and have the opportunity, not only of advising her and helping her, but of getting her first-hand reactions into the bargain.

This year something like 20 per cent of that fabulous £100 million will be spent on cosmetics and toiletries by women sitting in their own homes because of the current success of door-to-door saleswomen. This is growing evidence of the need for your skill and your enthusiasm about the beauty at your finger tips and your ability to be on top of your job, to ensure that a woman will choose to do her very personal cosmetic shopping in your pharmacy, cheered by your smiling face and guided by your informed authority, rather than in the humdrum, everyday surroundings of her own home—or in the impersonal atmosphere of a supermarket.

So on your toes!

● *Check here to see how you rate as a cosmetic salesgirl . . .*

- Do you welcome every customer with a warm and pleasant smile?
- Have you cultivated the ability to discern when to let a customer browse a little . . . when to help her to a quick decision?
- Are you primed about all the items you stock? Can you explain the uses of fragrance in all its different forms . . . how make-up is applied . . . what can be expected of treatment creams and face masks?
- Are you a walking, talking advertisement for your wares? Your hair neat and shiningly clean: your hands prettily manicured because they are always on show when you are demonstrating merchandise?
- Do you know your stock precisely, and keep up to the minute by reading labels? Do you study the literature nearly every manufacturer designs to help you in your many-faceted but rewarding job?
- Is it your rule to close every sale with a smile, and a gracious 'thank you' for the custom?

Answer 'Yes' to all these questions, and women will be increasingly happy to shop in your pharmacy . . . and this in turn will show up in your sales figures!

HOW TO GIVE MORE AND MORE GIRLS MORE AND MORE EYLURE!

Know your Eylure! Lashes and nails are made for every girl's every mood. And the more you know about them, the easier it is to make more and more sales. Wear lashes and nails yourself so that you can give your customers first-hand advice. When and if you're in London, do call into our 'Let's Face It' salon and talk to the Eylure girls there. And keep this page under the counter to help you with your selling.

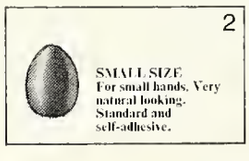
Some suggestions about lashes

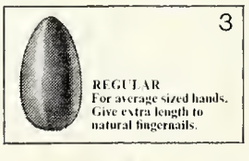
Eyes Like This?	For Discreet Daytime Wear	For Impact	For Dazzle
SMALL	Mini-Lash Natural Daytime plus individual lashes	First Flutter	Coquette
AVERAGE	Close Ready Trimmed Coquette	Sable Styled**	Sable Styled*** Natural Fur or Jewelled range
LARGE	Sophisticate Close Ready Trimmed	Sable Styled*** Natural Fur	Sable Styled*** Jewelled range
DEEP SET	First Flutter Natural Daytime	Sable Tone Double Outer Fringe	Sable*** Natural Fur Plain or Jewelled
ORIENTAL AND DROOPING EYES	Mini-Lash with Individuals	First Flutter Almond Eye	Almond Eye
CLOSE SET	Classic Sweep	Double Outer Fringe	Sable Tone Sable Tone Jewelled
PROTRUDING (Heavy Lidded)	Coquette Sophisticate	Double Outer Fringe	Mannequin
SMALL LIDDED (Where area below brow is subject to puffiness)	First Flutter Close Ready Trimmed	Coquette	Mannequin

Guide to nails

Remember that the *self-adhesive* nails give hands *instant Eylure!*
Super for sudden dates and gala occasions.


1
SHORT TRIM
For women who find difficulty in wearing long nails. Comfortable to wear. Standard and self-adhesive.


2
SMALL SIZE
For small hands. Very natural looking. Standard and self-adhesive.


3
REGULAR
For average sized hands. Give extra length to natural fingernails.


4
SLIM LINE
For the long slender hand. Standard only.


5
LONG LINE
To make long natural fingernails look even longer. Standard only.

EYLURE



*An eye enhanced with two pairs of EYLURE'S Sable Style** on the top lid and two pairs of their Underlashes beneath*

THE LIVELY EYE

'EYES . . . that's where the beauty news is' wrote the woman's page editor of one of our largest-circulation Sunday newspapers recently, forecasting the facet of beauty news most likely to be to the fore this year. So be sure that you know what is really going to be 'in' for eyes this year . . . colour-wise and product-wise . . . so that you can advise your customers with confidence.

It's certain that colours in eye cosmetics are going to be much softer, much gentler—described by adjectives such as 'misty', 'smoky' and 'shy.' And there will be great feeling still for glimmer and gloss and shimmery, pearly eyeshadows. It's going to be groovy, it seems, to be pretty again!

Big news this Spring in the field of eye beauty is Maybelline's re-launch on the U.K. market. Maybelline is the American house that concentrates exclusively on eye cosmetics, and one of their products, never seen over here before, is Ultra*Lustre—a super browbone glosser in a neat little swivel stick, dead easy to stroke along just beneath the eyebrow where highlights are needed to bring out the beauty of the eye.

As for eyelashes, this year the sky's the limit! Once upon a time fake eyelashes were only used by model girls or actresses in full stage make-up. But now there is a load of business to be done in selling every modern miss the right kind of lash to suit her. Eylure, leaders in the field, have more than twenty different types of eyelashes, from Minilash for girls who are shy at the thought of fake lashes to Sable**Styled, super long, super dense and super lush, strictly for the daring and the dolly. Then they have Classic Sweep lashes to lend close-set eyes a wide-eyed look, and Almond Eye lashes to conjure up a picture of almond blossom, Geisha girls and eastern beauty. Look out for more news from Eylure—they'll soon be launching a new range of pearly eyeshadows—called Shadopearls.



1 *MAYBELLINE present a transformation trick. Here the model's eyes are undefined*

2 *She highlights her lids with a ribbon of Pearl White Fluid Eyeliner*

3 *Uses Sable Brown Fluid Eyeliner for a fine line at lash base*

4 *Adds sparkle by stroking Ultra*Lustre in Crystal White along the browbone*

5 *Lengthens and thickens her lashes with Ultra Lash mascara in Sable Brown*

6 *The final scene . . . pretty eyes made magically prettier by courtesy of MAYBELLINE*



CLEANLINESS IS NEXT TO GODLINESS, so they say, but don't be content with just selling soap to your customers. Sell them some of the clever two-way products . . . things that do more than just keep you clean. Like . . .

*BRONNLEY's Pre Make-Up Soap, designed not only to cleanse the skin but to leave it prepared for the application of make-up. Its ingredients include malt, to ensure a rich cleansing lather, lanolin for nourishment and avocado pear oil for soft skins. A tablet costs 2s 6d.

*PERSONALITY's Soap Petals . . . a very personal bathroom luxury which is also strictly practical. These shimmering, diamond-shaped flakes of finest beauty soap give a rich foam in even the hardest water. Sprinkle them in the bath to cosset the skin, or use a handful in the water to wash the smalls: they give the garments you wear next to your skin the extra care they deserve. Sell Soap Petals perfumed with Lavender, Rose Geranium, Verbena or Sweet Fern: or colour-wise to tie-in with bathroom schemes in blue, pink, yellow or green. 3s 10d.



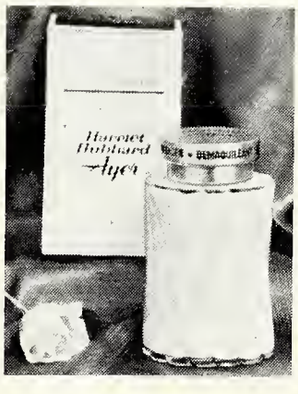
*HELENA RUBINSTEIN's Silk Beauty Washing Grains are an excellent beauty treatment for arms and legs which have become goose pimply and for harsh skin on heels and elbows. Mix to a paste with a little water, and massage briskly for a soft, smooth skin. Sell them for 11s 3d.

*TONI's Happy Face is a facial washing cream that combines the advantages of a face cream with the cleansing properties of soap. Happy Face has the feeling of a soap 'n' water wash, but leaves the skin satin smooth. Price is 7s 1d.



GORDON MOORE's Cosmetic Toothpaste not only cleans and polishes the teeth but, because it is a deep red, tints the gums pink to make teeth look whiter. Prices are 2s 7d and 3s 9d.

*HARRIET HUBBARD AYER's Super Moisturizing Cleanser is based on a scientifically advanced formula of injecting water into oil. While it dissolves make-up and dirt speedily it also acts as a moisturizer, cleansing and moisturizing the skin in one application. Sell it at 38s 9d.



*And—for the busy mums of bouncing babies—remember to recommend Infa*Care. Infa*Care goes into the bath with the baby—doesn't make the baby slippery—and no more soap is needed. 3s 11d and 12s 6d.

SKIN. An average human has ne twenty square feet of it to cover body. To keep out the cold, the h the rain and the washing-up water. A problem to keep it looking beautiful f top to toe!

However, let's start with the f because it is the sales of products wh cleanse, stimulate and nourish the c plexion which must figure as r important with today's current make trends. No complexion can be beau unless it is kept scrupulously c cleansed. Creams are still classic favou for cleansing, and you will have a s of them in stock like ANNE FRENC Hidden Beauty, a deep cleansing cr containing humectant elements ATKINSON's excellent Skin Deep ra of creams and lotions (they recomm their Cleansing Cream for both dry normal skins).

Incidentally, don't forget to sugge pack of cleansing cream pads QUICKIES as an extra sale, especiall customers who travel a lot, or are busi women as well as housewives and work an extra tight time budget.

Many busy women will prefer a cle ing milk or lotion to a cream, findin

HER

easier and quicker to use. But, unless t skins are inclined to oiliness, they need to check that their skins are get sufficient nourishment. INNOXA's Liv Peach Cleansing Lotion, suitable for skin types, feeds the skin with the ac essence of peaches. Or there's the ch of those well loved favourites, NIVE Skin Lotion and Deep Cleansing Mil

For the woman with a very dry sensitive skin, an oil-type cleanser w best. GUERLAIN's Cleansing Oil vegetable oil with a faint orange blos fragrance, and is gentle enough for most delicate complexions. And, at other end of the budget scale, m women find JOHNSON's Baby Oi perfect cleanser.

Some of your customers may h allergy problems. People are allergic different things; with some it is lanolin used in many creams, with oth it may be an allergy to the perfu content. You can safely recommend ALMAY range of hypo-allergenic metics for use on even the most sensi

Women have fallen for the eer, see-through look in make-up—but this facial fashion puts a premium on a flawless omplexion, stresses that a skin care routine 'needs must' include cleansers, toners and nourishers.



Illustration by courtesy, Elizabeth Arden

'ACE IS YOUR FORTUNE

Their cream cleanser is called Mist Cream Cleanser and they st that it should be tissued off with s or with wet cotton wool. (Dry ı wool leaves tiny fibres on the face— t invisible to the naked eye, but gh to 'fluff up' a foundation')
· those women who still swear they feel clean without a soap 'n' water suggest soaps like NIVEA Creme Its lather is enriched with the nourishment of NIVEA Creme, and igned to float off the dust and grime

ut disturbing the natural moisture lance of the skin.
t this month ESTEE LAUDER has up with some luxurious 'fresh water' nents for the soap-and-water brigade. sea-coloured, quick to use and fying: there's a deep sea green gel called Gentle Facial Shampoo and, ins that need a deep-down cleansing, ıs-seafoam cakes of Almond Meal Soap.

Toning Story

er cleansing comes the time to tone timulate the complexion. Every time ace is cleansed its *p*H factor, its al acid mantle, is disturbed and this ctive coat must be replaced by using rmalizing lotion. Freshening and g lotions also serve to invigorate the and to remove any vestige of cream. France there is currently a strong towards the use of more skin care etics in liquid form. Some cosmeti- believe that a liquid has a more al affinity with the human skin, and so a great variety of products are sold in bottles or ampoules rather than jars. One of the most exciting to arrive here from HARRIET HUBBARD AYER is their 'flower power' jet spray—Lotion Florale—a tonic which uses flower essences including camomile, hamamelis and Chinese menthol presented in an atomiser that sprays a jet of freshening liquid directly on to the skin.

Any astringent lotions, though, are only for the greasy skin, or as a corrective against open pores, for they are far stronger preparations than skin fresheners or toners.

Memo on Moisturizers

Many cleansing and nourishing creams, indeed some of today's foundation lotions, now contain moisturizing ingredients. But urge every woman to take to heart the utter necessity of replacing the skin's moisture lost by exposure to sun and wind, and the dehydrating effect of central heating. A skin begins to lose its natural baby freshness in the 'teens, and that is when a regular skin care routine should begin for the girl who wants to have a lovely skin, unmarked by a cobweb of fine wrinkles in her thirties, forties and onwards.

Now to Nourish

The type of nourishment a skin needs depends on its basic type. A greasy skin will obviously not need too heavy a cream but then neither will a very sensitive skin—even if it is very dry. All reputable cosmetic houses categorize their creams precisely.

Last but not Least

In your mature customers you'll find a ready market for the special function creams. Creams to smooth and tighten the skin of the throat and neck, for instance. Oryane by ORLANE is one, GUERLAIN's Creme pour le cou and CYCLAX Neo-juven Neck Cream are others.

Such a spendid variety of skin care products to ensure that a woman's skin always looks younger than *she* is. That's why Her Face is Your Fortune!

BATHROOM BANDWAGON



Nervous tension is all too common in today's world of hurry and scurry, work and worry, especially in the grey month of February. What better tonic for a woman than to make a beeline for her bathroom, lock the door and spend a leisurely hour pampering herself?

Cleopatra bathed in asses' milk, and Madame Tallien, a well known socialite in France before the guillotine started to fall, took a daily bath in fruit. Twenty pounds of strawberries and two pounds of raspberries, crushed fine, were thrown into her bath. After steeping herself in this for a half hour, she would emerge fresh and delicately perfumed, with her skin tinted a pale rose colour. But Marie Antoinette adored a spicy bath of wild thyme and marjoram to which she added a generous helping of sea salt.

It's a whole lot easier for us these days to turn a bath into a beauty treatment with the grand selection of soaps and bath additives, face masks and bathroom luxuries within easy reach of almost every women. These are the products that promise a healthy potential turnover at your counter . . . so jump on to the bathroom bandwagon and help your customers greet the Spring in a happy mood.

Let's consider the market.

Bath Salts are mostly based on sodium sesquicarbonate and add colour and perfume to the tub, as well as softening the water.

Bubble Baths like Personality's Cream Foam Bath or Bronnley's Bubble Bath, which is available in a range of fresh, flowery fragrances, contain detergents, foaming ingredients and water softeners. They *won't* leave a grey ring around the bath, but they *will* scent the water. Some of them are incompatible with soap, but not to worry—the bubbles themselves do the cleaning! Now the makers of Supersoft, whom you may know better as hair care experts, have a bubble bath, too. Especially for the budget-conscious, sachets of Supersoft bubble baths come in a choice of Pine, Bouquet and Exotica fragrances at a very modest price.

Bath Oils are a good choice for the dry skin sufferer. Whether the kind that floats a film on the top of the water to condition the skin as you bathe, or the kind that dissolves into the water to soothe and smooth the skin from top to toe. Fenjal Creme-Bath is a favourite to bathe away dry skin and keep the body silky soft, and it has a matching skin-cosseting soap and, now, Fenjal Satin Touch Talc.

Milk Baths, often foaming, with a milk protein base to soothe and soften, Roberts Windsor's delectable French Almond Milk Bath is a recent contender for honours.

Gels have a two way action. They not only soften the water, but can be used as a substitute for soap as well. Morny has designed a Beauty Bath Gelée to be used under the shower, and complete with a little golden loop to hook it up.

Continental Specials include Badedas, with its brisk pine-forest smell and content of horse chestnut extract to help stimulate the circulation; and Algemarin, whose formulation includes vitamins from marine algae.

BEAUTY PLUS

So much for the bath . . . but what better time to attend to all the other little grooming chores? De-fuzzing legs and underarms, tweezing out the odd eyebrow, and best of all indulging in a face mask, which can be doing its good work whilst you relax in scented suds.

There is a mask to suit every age, skin type, purse. Just as a start there are Yeast Pac Acne Treatment mask for problem teenage skins: Dorothy Gray's Masque Frappé to stimulate a jaded complexion: Helena Rubinstein's Special Pore Mask for oily skins: Orlane's Masque Reve Rose for refreshing dry and sensitive skins. Whatever the problem there is a face pack to solve it.

Then, of course, there are all the after bath delights to propose —after bath colognes or friction lotions, perfumed oil sprays, or creamy lotions to massage all over the body for a clinging, lingering fragrance. Talcum or dusting powder to absorb any hint of moisture and ensure that lingerie slip on easily.

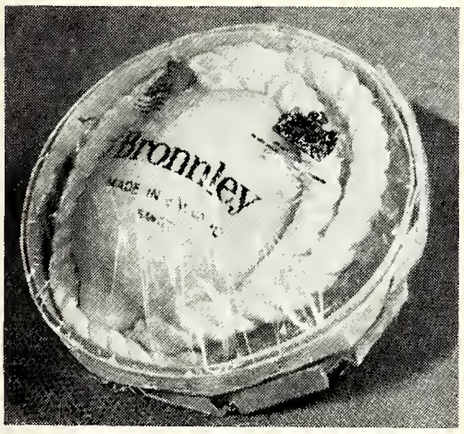
Don't forget to tie-in other beauty accessories when you are selling bath products. Bath pillows to encourage dallying in the bath, depilatories for de-fuzzing, long-handled brushes for back-scrubbing . . . the list is endless if you care enough to hop on the bandwagon.

New products appear
on your counters all the time. . .
keep up-to-date
with what each product does. . .
how much it costs . . .
and how to sell it.

Rundown on new products

BRONNLEY
Lemon Soap on a Rope

- *function:* washing—or showering—luxury-style.
- *price:* 8s
- *selling peg:* Bronnley's lemon soaps are beloved for their zingy, refreshing fragrance lent by oil from the finest Sicilian lemons: they lather to a fine froth . . . are super-fatted too.



QUICKIES
Make-Up Remover Cream Pads

- *function:* to remove make-up thoroughly at any time of the day or evening.
- *price:* 3s 9d for 17 pads
- *selling peg:* these pads are impregnated with a moisturized vitaminized cream for cleaning, 'quickie' style.

DU LUNDI
Dawn Fresh Body Mist

- *function:* to inhibit the activity of bacteria on the skin, which produce unpleasant odour.
- *price:* 4s 3d for a squeeze bottle
  5s 5d for an aerosol can
- *selling peg:* Dawn Fresh joins Du Lundi's Rose Bouquet and Lemon Blossom fragrances in their Body Mist deodorant range: has a sophisticated, expensive note.

GERMAINE MONTEIL
Bio-Miracle Make-Up

- *function:* Bio-Miracle Make-Up puts a fine-as-silk tint on the skin.
- *price:* 65s
- *selling peg:* a naturally beautiful, flattering make-up: dry skins enjoy its luscious oil base: oily skins show no shine. Four radiant shades—Miracle Beige, Miracle Honey, Miracle Diamond, Miracle Bronze.

MARY QUANT
Moody Blue Eye Gloss

- *function:* to light up and shine the brow bone.
- *price:* 10s 3d
- *selling peg:* Mary Quant promotes a Moody Blue eye this Spring: Moody Blue Eye Gloss highlights the eye.

REVLON
Bronze Lustre Sunstick

- *function:* a transparent sun screen.
- *price:* 12s 9d
- *selling peg:* this Bronze Lustre Sunstick is lipstick-size and designed especially for sensitive areas of the face . . . lips, eyes and nose.

GALA
See-Through Transparent Lipsticks

- *function:* to give a high gloss finish to the lips.
- *price:* 9s 9d
- *selling peg:* these See-Throughs give just a lick of colour with a super shine: wear alone or slide over any Gala lipstick.

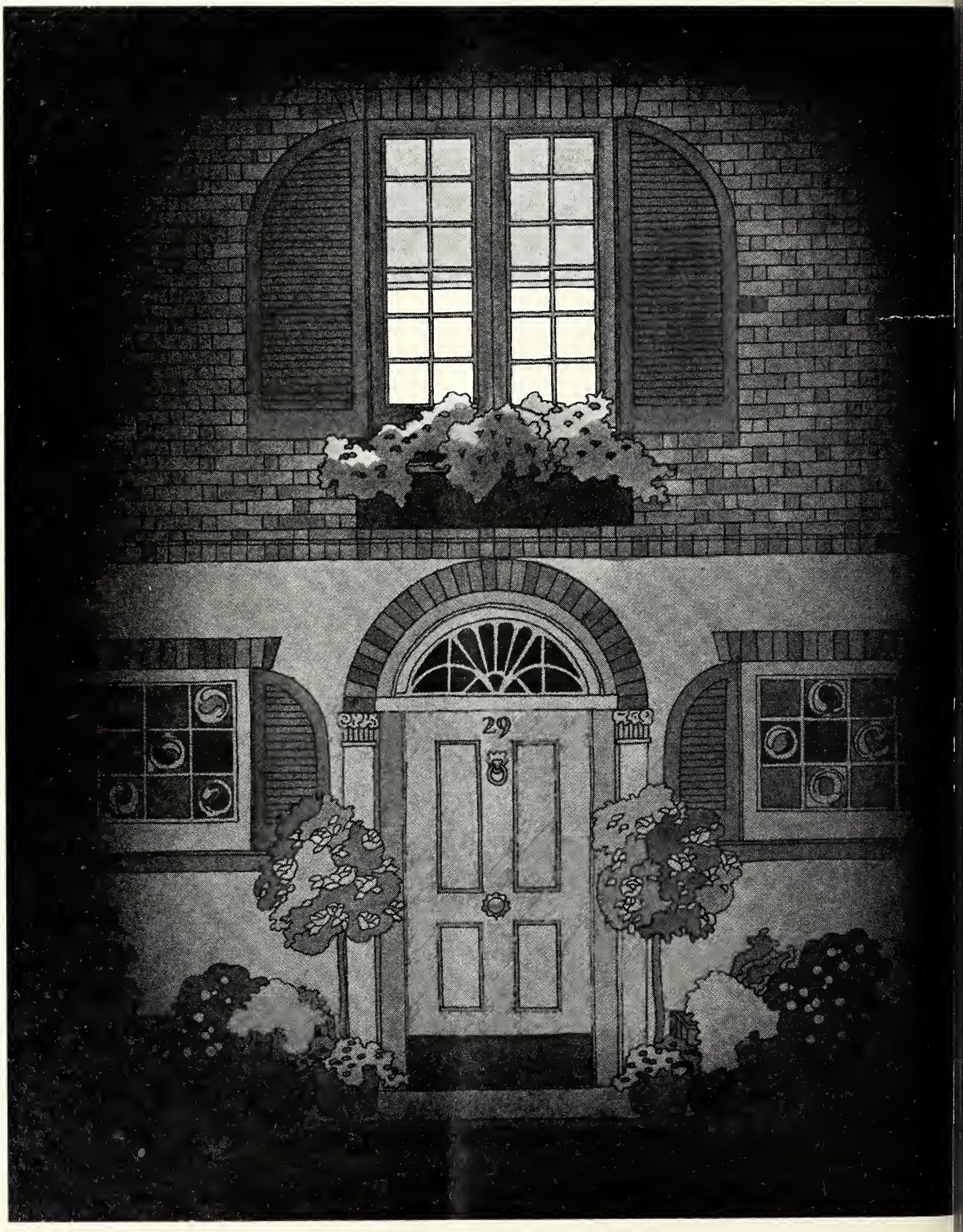
DOROTHY GRAY
Young & Lovely

- *function:* this range was designed to care for difficult young skins, now completed with Lipsticks, Compact Powders and Blushers.
- *prices:*
  Young & Lovely Lipsticks 6s 11d
  Compact Powders 8s
  Blushers 12s 9d
- *selling peg:* the new lipsticks are trendy: the Compact Powders are cleverly no-colour, and the Blusher is a glowing peach.

LOUIS FERAUD
Justine

- *function:* a perfume to lend a final touch of elegance.
- *price:* from 63s
- *selling peg:* 'Justine' is Louis Feraud's new perfume: a floral blend with just a touch of sharpness to complement Feraud's chic clothes.




29

Every Monday night, all over Britain something beautiful is going on.

Something Supersoft is going on.

Because, come hairwash time, girls lather up a storm with Supersoft Shampoo. Supersoft–today the biggest selling sachet shampoo in the country.

Party time? More girls spray on a party set with Supersoft Hairspray than any other hairspray made.

And when you girls discover Supersoft Bubble Bath, Talc, and Hand Cream...well, something Supersoft will be going on all over the place.





We want to soften you up

We think it would make a nice change if somebody pampered the girl behind the beauty counter.

So, specially for beauty assistants, we're handing out free two-bath samples of FENJAL CREME-BATH.

We'd like you to discover for yourself how FENJAL smoothes and softens your skin – and in a delightfully fragrant way.

Watch first how FENJAL blends with the water. That's important. The better something blends, the more it does for your skin, because it's only when the moisturising oils disperse completely – as they do with FENJAL – that your skin can properly soak them up.

Then feel how FENJAL CREME-BATH coaxes away roughness – so that knees, elbows, everywhere is softness and fragrance – even hours after your bath.

And there it is – our little gift. Use it to prove FENJAL is as good as we say – at our expense. Just fill in the coupon, and send to:
Scott & Bowne Ltd (CDI)
50 Upper Brook Street, London, W.1

Name.....

Name & Address of store.....

.....

.....

(Please allow 2-3 weeks for delivery)

Fenjal Creme-Bath



SUPERSOFT Cream Shampoo



- *function:* cleanses and conditions dry hair
- *price:* **2s 2d** a bottle **4½d** a sachet
- *selling peg:* new Supersoft Cream Shampoo is protein-enriched to ensure healthy hair and make it lustrous and more manageable

ALGEMARIN Foam Bath



- *function:* a foaming, vitaminised bath.
- *price:* from **2s** a tube to **28s 6d** a bottle.
- *selling peg:* Algemarin contains bio-catalysers of the sea and is as invigorating as sea bathing: no soap is needed when bathing with Algemarin and it leaves no rim round the bath tub.

ELIZABETH ARDEN Sensitive Skin Cream

- *function:* to nourish and cherish sensitive skins overnight.
- *price:* **18s** and **29s 3d**
- *selling peg:* lightly perfumed, featherlight Sensitive Skin Cream is highly emollient: soothes skins with a tendency to flakiness and dryness.



GUERLAIN Transfluid

- *function:* a foundation cream to give the skin a natural look.
- *price:* **33s** a jar
- *selling peg:* Transfluid is light, smooth and hydrating: easy to apply—it has a matt finish—can be worn without powder. Sell it in Clair, Doré or Bronze shades.

MINER Stick Make-Up

- *function:* to bring the stick make-up idea slap-bang up-to-date.
- *price:* swivel **4s 8d**
- *selling peg:* new formula stick make-up is less greasy, cooler, smoother to apply and covers up more effectively: comes in a neat swivel case and three shades—Light, Medium and Dark.

YARDLEY Sea Jade Hand Cream



- *function:* to keep hands soft and white.
- *price:* **6s 8d**
- *selling peg:* February snow and March winds roughen the skin and make for chapped, rough hands: sell Yardley Sea Jade Hand Cream — softly flowing, non-sticky, delicately perfumed — to counteract the condition.

GALA Eye Glimmers

- *function:* to lend a light sheen to the browbone.
- *price:* **8s 9d**
- *selling peg:* Eye Glimmers come in a range of nine lovely colours: they go on shiny white and turn at once to misty, magical shades: everything from White Frost through to Green Frost and Sea Change Blue, Sea Change Green and Sea Change Lilac.

OFFERS

YARDLEY are promoting their best selling moisturizer—Beauty Magic—from the 25th February. A capacious jar, holding more than double the quantity of the standard large size Beauty Magic, will be selling at exactly the same price—15s 9d.

COTY are currently offering their L'Aimant Perfumed Shampoo and matching perfumed Hairspray together for only 17s 2d. This means a saving to your customers of 8s 2d, for a superbly perfumed pair of hair care products.

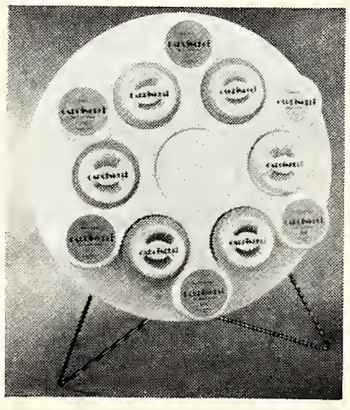
ELIZABETH ARDEN offer your customers ten days to catch up on their Beauty Sleep! From February 24th for ten days only—they are offering a special ½-ounce jar of their modern night cream—Beauty Sleep—for only 12s 6d.



DISPLAY

Two new counter display units

CARDINELLI's self-service dispenser holds a selection of packs from the range of new Cardinelli real hair eyelashes, which are now reaching your counters, sold in by the first all-female sales force ever to be used by a cosmetic house. All the lashes come in black or brown, and range from Extra Fine at 12s to Twin Super Spiky at 25s.



CUTEX launch a double first with Colourgloss—a gloss lip colour which is colour and glow all in one, and comes in four fashion-right shades. And CUTEX One Coats—a marvellous translucent pearl nail polish to cover the nails with shimmery colour with just one application. This neat counter display unit holds a selection of both products.



SPECIALS FROM Gillette in February/March

RIGHT GUARD® DEODORANT CONSUMER OFFERS

2'6 OFF 128g.
1'6 OFF 85g.
8d OFF SPRAY

} The biggest Right Guard consumer offer ever!

NEW RIGHT GUARD® ANTI-PERSPIRANT

TWO SIZES 175g. and 120g.

2/- off 120g.
1/- off 175g.

RECOMMENDED PRICES 7'11 AND 9'11.

bud®

SPECIAL DISCOUNTS ON EARLY ORDERS

INTRODUCING THE NEW ROLL-ON REFILL

10% OFF Merchandiser containing 6 Roll ons 6 Roll on refills 6 Aerosols 6 Puffers

15% OFF Merchandiser plus 2 dozen assorted

HAPPY FACE

FACIAL WASHING CREAM

15% OFF

A 2 DOZEN ORDER

NEW DISPLAY MERCHANDISER CONTAINING ONE DOZEN IS AVAILABLE

SPRUCE

INDIVIDUAL ITEMS NOW AVAILABLE

8% OFF

ON 58cc & 115cc AFTER SHAVE

TEAR OUT THIS PAGE AND SEND YOUR ORDER TO YOUR WHOLESALER NOW

ITEM		QUANTITY
RIGHT GUARD DEODORANT	128g. (2/6 OFF)	
	85g. (1/6 OFF)	
	SPRAY (8d OFF)	
RIGHT GUARD ANTI-PERSPIRANT	175g. (15% OFF)	
	120g. (15% OFF)	
BUD	Merchandiser	
	Roll-on	
	Roll-on refill	
	Puffer	
	Aerosol	
HAPPY FACE	Jars	
SPRUCE	115cc After Shave (8% OFF)	
	58cc After Shave (8% OFF)	
	Talc	
	Tube Shave Cream	
	Aerosol Shave Cream	

NAME _____

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Supplement to
THE CHEMIST AND DRUGGIST
February 15, 1969
SPECIALLY PRODUCED FOR SALESGIRLS
IN CHEMISTS' COSMETIC DEPARTMENTS



Illustration by courtesy, Nine Flags

MAN-POWER

Influence of Beauty on the Beast

TWO-thirds of all after shave lotions are bought by women, who see no reason why a man can't look rugged and smell pleasant at the same time.

The female influence in guiding male taste is as subtle and selfish in after shave colognes as in shirts and pullovers. She gives him, gets him to buy for himself, what *she* approves of! But she will still value *your* advice, as well.

This year the Colton Company is market researching the fragrance popularity of the Nine Flags range among purchasers in this country, both men and women. Present indications, after only one year on the British market, are that, of their unique range of Nine Flags Colognes—nine different Colognes inspired by nine different countries—the Manzanilla fragrance inspired by Spain and Panache by France, will lead.

Figures show that the reluctant English male is being assiduously seduced into accepting after shave lotions and colognes as an integral part of his daily grooming. The regular uses of some after shave lotions has increased steadily.

He's been subtly influenced by his womenfolk, sold hard by advertising, and serviced on the how, why and what of cologne by his fellow creatures in the ever-increasing crop of men's magazines. Despite the Chancellor, the market for men's prestige grooming aids continues to grow—and there are a lot of successful men around.

Newcomers to the Scene

What other names on the men's side of your business are you likely to be hearing more of? Well, Shulton, who after Yardley for Men, were one of the first to make a big name on the market with their Old Spice, recently came along with Old Spice Burley. Burley it seems is the name of a high-quality Kentucky tobacco, so the mellow colour and aroma of its leaf is reflected in the Burley packaging.

Latest from Gillette is Spruce After Shave—a cool, green lotion—taking its fragrance and name from the spruce tree. This tangy, masculine lotion boldly packed in brilliant green, has matching products including shaving cream, talc and cologne.

Revlon's Braggi is only to be found, as yet, in one or two exclusive shops, but it is unusual the way it catalogues its products for male customers into items to cosset his Shaving Zone, Body Zone, Face Zone and Scalp Zone!

Then there is Dunhill's range, now nationally distributed. Elegantly packaged in a masculine brown and cream theme, the range is rounded off with a splendid precision shaver which they describe as the Rolls-Royce of the shaver world.

Lanvin, the French house, whose name seems inextricably linked with their exquisite perfume Arpege, has now cast an eye on the male market, too, and launched two *eaux de toilette*—Monsieur Lanvin and Vetyver.

Another firm, well known for its women's Endocil lines, has also branched out with 'one for the boys', introducing Mendocil After Shave-Skin Conditioner, while 4711, which probably means cologne to you, also has a men's rnage now—"Sir" International.

Latest contender for a share of the men's market, which Yardley estimate as increasing from 6 per cent to 7 per cent annually, is the Varon Dandy range by Parera of Spain. Varon Dandy has been well known in Spain for over forty years, and is now established in the States. But 1969 sees its debut in this country, where it is being distributed by Santillan.



Calling all Beauty Business Readers...

Here's your chance to try for yourself the only perfumed pick-me-up

SOLID FROZOCLONE

Solid value . . . solid sense . . . a 'must' in every woman's handbag

FROZOCLONE is *not* just a fragrant toilet water in solid form. Its formula includes menthol, well-known for its analgesic properties and, most importantly, a secret complex glyoxalin ingredient which has definite therapeutic values.

This is why:

FROZOCLONE refreshes and cools
FROZOCLONE relieves tension
FROZOCLONE soothes headaches
FROZOCLONE gives an immediate lift on those problem days

FROZOCLONE travels happily. It also makes a perfect gift for invalids—an original and welcome change from flowers or grapes.

How to use FROZOCLONE:
Stroke it on the temples, across the forehead, and on the nape of the neck. Immediately its deep cooling action soothes and relaxes. Re-applied after a few minutes the effect is intensified.

POST THIS COUPON TODAY:— And we will send you, completely free of charge, a trial size of Demuth's FROZOCLONE.
The closing date of this offer is March 31st, 1969. Please fill in section 2 with your name and address. In section 1 please fill in the name and address of your employer.

1 To Beauty Business Frozoclone Offer
R. DEMUTH LTD.
Bear Lane, Farnham, Surrey
EMPLOYER'S NAME_____
[BLOCK CAPITALS PLEASE]
ADDRESS_____

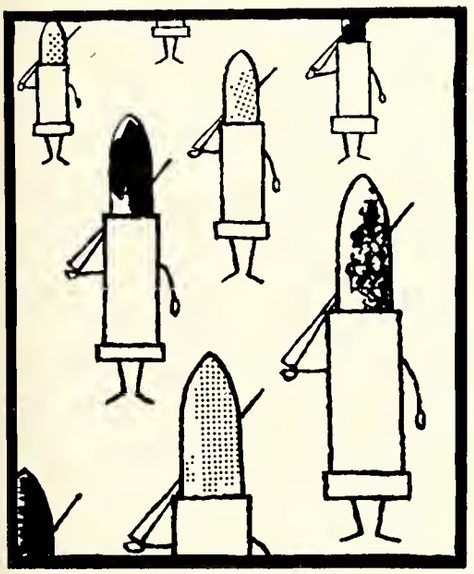
2 *Please send me, free of charge, a trial size Frozoclone*
NAME_____
[BLOCK LETTERS PLEASE]
ADDRESS_____

FASHION & BEAUTY Forecast

SPRING '69

will herald the Pretty Look, according to Patrick Benson, the Marketing Director of Cutex. Hair will be softly dressed, but not untidy. Make-up colours will be delicate, eye shadow colours will be softer and mouths will wear depth-without-brightness, colours—all slightly glisteny. Spring will see the beginnings of the tan-and-glisten look which will carry through the summer into autumn.

on parade



with Coty in the next few months are a brigade of coral-toned lipsticks, Red Guard, Quiet Flame, Hanky Pinky, Sleek Peach—clear, lucid corals, right in step with the clear, natural look on the make-up front.

NAILS

will have a coral look, too, according to Woltz Italiana whose new shades from their Super Brilliant range include Beige Platinum, Apricot, Lilium Glow and Toasted Sugar—a lovely shimmery coral.



trouser suits

are going to be much in evidence. Coolly cut tailored pant suits, cut with long, skinny line jackets: or feminine, full-sleeved tunics over harem-style pants. We'll be seeing gay, gipsy prints as well, used for dresses and matching stocking-shoes! This one is by Ken Scott.

pretty again!

predicts Barbara Attenborough of Yardley, who thinks that the phase of glimmer and gloss and see-through make-up is here to stay for a long while yet. Fabrics are coming up softer and prettier, and soft pastel greens and blues will feature in eye shadows: the kind of gentle water colours you find in Watteau's romantic pictures.

VOGUE

plumps for sea green and acid yellow as top fashion colours for the coming season. Exciting shades, but they can mean that hair colourings must be chosen with care. Clairol's colour consultant Henri Michon—a wizard of a Frenchman—says that it is imperative that a girl's hair should boast a warm tone to counteract the coolness of the sea shades and yellows. So if you're planning your wardrobe around sea green choose



a heady, dark auburn shade if you are a brunette or a pinky shade of blonde if you are fair-haired. Sea blue calls for golden brown or golden blonde shades, and, if you opt for yellow, think of a light golden brown if you are dark, or Clairol's Natural Baby Blonde—a slightly pinky blonde tone if you are a blonde. Henri says there's a Clairol Nice 'n Easy colour to suit everyone—whatever their natural hair colouring, whatever their colour choice. Here is a bang-up-to-date style by Maurice at Andre Bernard—hair colour by Clairol.

Miss Ayer's

make-up by Harriet Hubbard Ayer for daytime is pure and simple in delicate shades of a watercolour painting. The message for eye make-up is light and subtle and lips wear a transparent beige lipstick. But for



night there is a dramatic Icon make-up inspired by Byzantine images and mosaics. Harriet Hubbard Ayer make-up was shown with the Paris collections of Phillipe Venet, Chloe, Jacques Heim, Castillo and Simonetta.

Grannie Specs

and the heavy-squared frames of last summer's sunglasses are on the way out, so Oliver Goldsmith says. His models for the coming year have frames that are still big and handsome, but they have a definitely lighter, less bizarre look.



more gold..

from Outdoor Girl with their Gold Rush Collection—just in your shops now—gilt-edged lipsticks in Puregold Pink, Gold Blush, Goldshot Peach and Golden Sand—and gilt-edged eyeshadows, too, in Golden Sky, Greengold, Goldleaf Lilac and Silvergold.

MAKING HEADLINES

later this year will be Kleinert's top fashion swim caps. Scintillating colours, including lots of Scandal Pink, Jade and Fire Apricot, plus extravagant blossoms and exquisite fabrics, add up to prettier and prettier caps, including this one they've christened Carnaby.

Summing up:

Summing up: we are in for a pretty, definitely feminine, look in hair styles, clothes, make-up and accessories. How nice!

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FOR MEN



Cologne,
After-shave,
Gift-sets...
A complete range
of men's toiletries
FOR THE MAN OF TODAY

BROUGHT TO YOU BY PARERA OF SPAIN

SOLE IMPORTERS: SANTILLAN (LONDON) LTD. 201 BEDFORD CHAMBERS, W.C.2.- 01-836 8304

New, exclusive, exciting

JUSTINE

from

LOUIS FÉRAUD

PARIS

Sole U.K. Distributors: French Perfumery Co. Ltd.,
35a Bessborough Place, S.W.1

1969 is your leap year.

Atkinsons say so.

The demand for Atkinsons products is going ahead by leaps and bounds – and so will *your* profits in 1969. Atkinsons are advertising non-stop in these leading women's magazines – Vogue, Honey, Vanity Fair, Flair, She, 19 and Nova. Be ready for an exciting newcomer to the Atkinsons range too! Stock up for the rush hours now, make this year *your* leap year for profits.



ATKINSONS

LINTAS ATK 9-7250-100